

# Allen Coding News



## ALLEN CODER RISES TO THE OCCASION FOR PURATOS

When supplier of dry premixed ingredients to the bakery industry, Puratos, needed to further improve traceability of its products, it turned to marking & coding specialist, Allen Coding, for advice and the purchase of a 53XL80 thermal transfer printer for the job.

Phill Davenport, Maintenance Manager at Puratos comments: "Increasing customer demand for **better traceability** and **24-hour production** prompted a need to upgrade our old Allen Coding printing system."

"We've always been pleased with the company's previous coder and overall service so were happy to go with their recommendation of a 53XL80, especially as it was a straight swap for our existing machine ensuring minimum downtime."

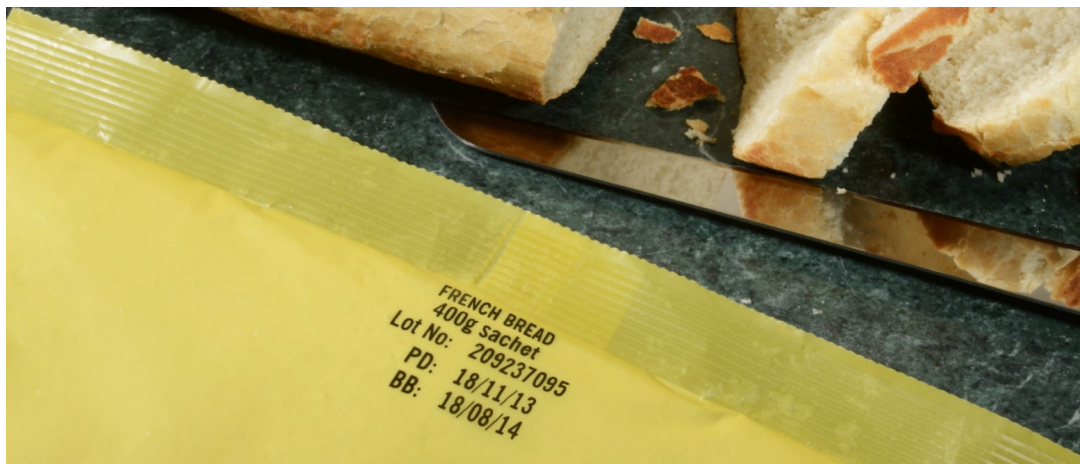
**Compact, simple, reliable and**

**very easy to install and use**, the 53XL80 requires **minimal maintenance**.

It is being used by Puratos to print LOT numbers, weight,

**a result, we would not hesitate in recommending Allen Coding and its equipment to other companies,"** he concludes.

The 53XL80 thermal transfer



date packed and best before date onto plastic sachets at speeds up to 50 packs per minute.

Phill continues: "Our original print formats were also compatible with the new 53XL80 which eliminated the need to design new layouts. In our opinion, the best feature of the 53XL80 is the **easy-to-use structure of its software for setting up**. Replacement of ribbon is also quick and easy." "So far, the coder has proved reliable with little maintenance. **As**

printer offers many advanced features usually found on more expensive alternatives, such as state-of-the-art, high resolution printhead technology, the flexibility to print fixed and variable text, data and graphics, plus 600-metre ribbon capacity.