



# Connected Marking & Coding

**Connected and digitized product labelling**



## The challenges of the digital industry

When using labelling systems for primary labeling of products and the large-scale coding of secondary packaging, companies need to rethink in the age of industrial digitalisation:

1. The requirements for traceability are increasing.
2. There is a higher quality requirement for product markings.
3. Production complexity increases due to high volumes and flexible product lines.

### Your problem

Marking errors and system downtime due to the manual input of print data on the individual printer and the complex editing of print images.

## Get the digital path with us

### Your challenge

Print data and layouts must be available quickly and variably, but with little adjustment effort on all production identification systems. With many years of industry knowledge and technical know-how, Allen Coding is also at your side on the topic of „**Connected Marking & Coding**“ and accompanies you on the way to your networked labelling solution.

- Connecting labelling systems
- Capture print data in cross-production database (ERP)
- Unify print image layouts
- Implement user interface with maximum user-friendliness (usability)

### Your benefits

- Faster entry of production data
- Uncomplicated creation of new labels
- Automatic printing of variable data
- Reduction of print image templates
- Up-to-date data through cloud connectivity

# We develop your individual solution

## The solution

- Working with you, we bring your **print data to the cloud**.
- With just a few clicks, the **print data** from the ERP system is **transferred** to the prepared printed image layouts.
- The **data** is then **automatically transferred** to the corresponding printers on the selected production line.
- A variety of printer drivers support **all common printing systems**.
- Based on your individual requirements, we create **uniform user interfaces**.
- Switching between print layouts or loading new data for production – **no problem**

The screenshot shows a software interface for a printing system. At the top, it displays 'Kundenname DELIKATESSEN' and 'U4000: Diagraph U768E Line2 HITACHI: Hitachi UX-D160W MODBUS\_Line2'. The interface is divided into several sections:

- Printer Settings:** Includes 'Line: Line 2', checkboxes for 'Kartongskrivare' (side) and 'Datumskrivare' (bottom), and 'LOT AddOn' (1) and 'Bäst Före AddOn' (59) fields.
- Select product:** A table with columns: ID, EAN, layout, Kundnamn, Produktgrupp, innehåll, Artikelnummer, and BEF\_Days. The table lists various products like 'Kosterfiskarn', 'POTATISSALLA', and 'YOGHURT POT'.
- Manual changes to database contents:** A 'manual' section with fields for 'Produktnamn: POTATISSALLAD 400g', 'Kundnamn: Kosterfiskarn', 'Innehåll: 12 x 400g', 'Artikelnummer: 10000400', 'EAN128-Kod: 17331147021048', and 'EAN: 1234567890128'.
- Print image preview secondary packaging (e.g. Diagraph Large Character Inkjet):** Shows a preview of a label with '3', '12 x 400g', 'POTATISSALLAD 400g', 'L19247', 'Bäst Före: 01.11.2019', 'Art nr: 10000400', a barcode, and '(01)17331147021048(15)191101'.
- Print image preview primary packaging (e.g. Hitachi Continuous Inkjet):** Shows a preview of a label with 'B . F . : 01 . 11 . 2019'.

## Who we are

Allen Coding is a **developer, manufacturer and exclusive distributor** of industrial marking systems. At our headquarters in Würzburg, we have been developing and producing solutions for printing systems in packaging lines since 1989. As a competent partner on the topic of integrated labelling solutions, we develop your Connected Marking & Coding concept and take your production to a new level in terms of cost-effectiveness.

**Make an appointment for your networked labeling solution**

**UK +44 (0)1438 347 770**

**Europe +49 (0)931 – 25076-0**



**Deutschland**  
 Allen Coding GmbH  
 Friedrich-Bergius-Ring 30  
 D-97076 Würzburg  
 Tel.: +49 (0) 931 25076-0

**United Kingdom**  
 ITW  
 Unit 9, Gateway 1000,  
 Whittle Way, Arlington, Business Park,  
 Stevenage, Hertfordshire SG1 2FP  
 Tel.: +44 (0) 1438 347 770

[www.AllenCoding.com](http://www.AllenCoding.com)

