

Case Study

Secondary Packaging

Fast change at Keeplastics

SUMMARY

Keeplastics has been a customer of Svenska Allen for several years. Its patented piping bag 'Kee-Seal ULTRA', which is manufactured at the company's factory in Norrköping, is widely used in the food industry. When Keeplastics needed to invest in new printing equipment it chose the UX D inkjet printer from Hitachi.



CUSTOMER
Keeplastics

INDUSTRY
Secondary Packaging

DISTRIBUTOR
Svenska Allen

SALES OFFICE
Hitachi Europe

Keeplastics

KEEPPLASTICS AB formulated a blend of special plastic resins, along with a unique manufacturing process, to create KEE-Seal Disposable Piping Bags.

Their products has been internationally acclaimed equally by all kind of professionals end-users and distribution companies that find this reliable product not only contribute to good business but also doesn't provide any problems.

CHALLENGE

Keeplastics delivers its products to over 80 countries and each territory has a unique print code. This means it has to be able to change the information printed on the cartons very quickly.

Fast changeover is essential with four different products being packed on one production line and new information being continuously downloaded to the Hitachi ink jet printers.

„It has to be able to change the information printed on the cartons **very quickly.**“





PRINT SAMPLE



See how our Hitachi printers work in the production in Norrköping.



SOLUTION and WHY HITACHI?

Reliability was an important factor when Production Manager, Lars-Åke Johansson was choosing the new printing equipment. He ultimately selected the UX D model because of Hitachi's previous industry experience, as well as the company's long-term relationship with Svenska Allen.

Svenska Allen's unrivalled support and proximity to the office in Norrköping was a key benefit whilst the printer's excellent price-performance ratio was the key and deciding factor.

TECHNOLOGY

Hitachi has a unique cartridge system for easy refill of ink and make-up. The operator holds the cartridge in front of an RFID reader, which detects that the correct ink is filled. Both the security and the fact that it is easy to load the printer with ink and make-up are important factors in choosing inkjet printers.

„Hitachi has a unique cartridge system for **easy refill of ink and make-up.**“

PRODUCT

Inkjet Printer

MODEL
UX-D160W



Head Office

Japan

Hitachi Industrial Equipment Systems Co., Ltd.
Phone: +81 3 3258 1111
www.hitachi-ies.co.jp
info@hitachi-ds.com

Sales Offices

America

Hitachi America, Ltd.
Phone: +1 866 583 0048
www.hitachi-america.us/jp
inkjetprinters@hal.hitachi.com

Europe

Hitachi Europe GmbH
Phone: +49 211 5283 0
www.hitachi-industrial.eu
info@hitachi-ds.com

Asia

Hitachi Asia Ltd.
Phone: +65 6305 7400
www.hitachi.com.sg

Oceania

Hitachi Australia Pty Ltd.
Phone: +61 2 9888 4100
www.hitachi.com.au

China

Hitachi Industrial Equipment Systems Co., Ltd.
Phone: +86 21 5489 2378
www.hitachi.com.cn

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