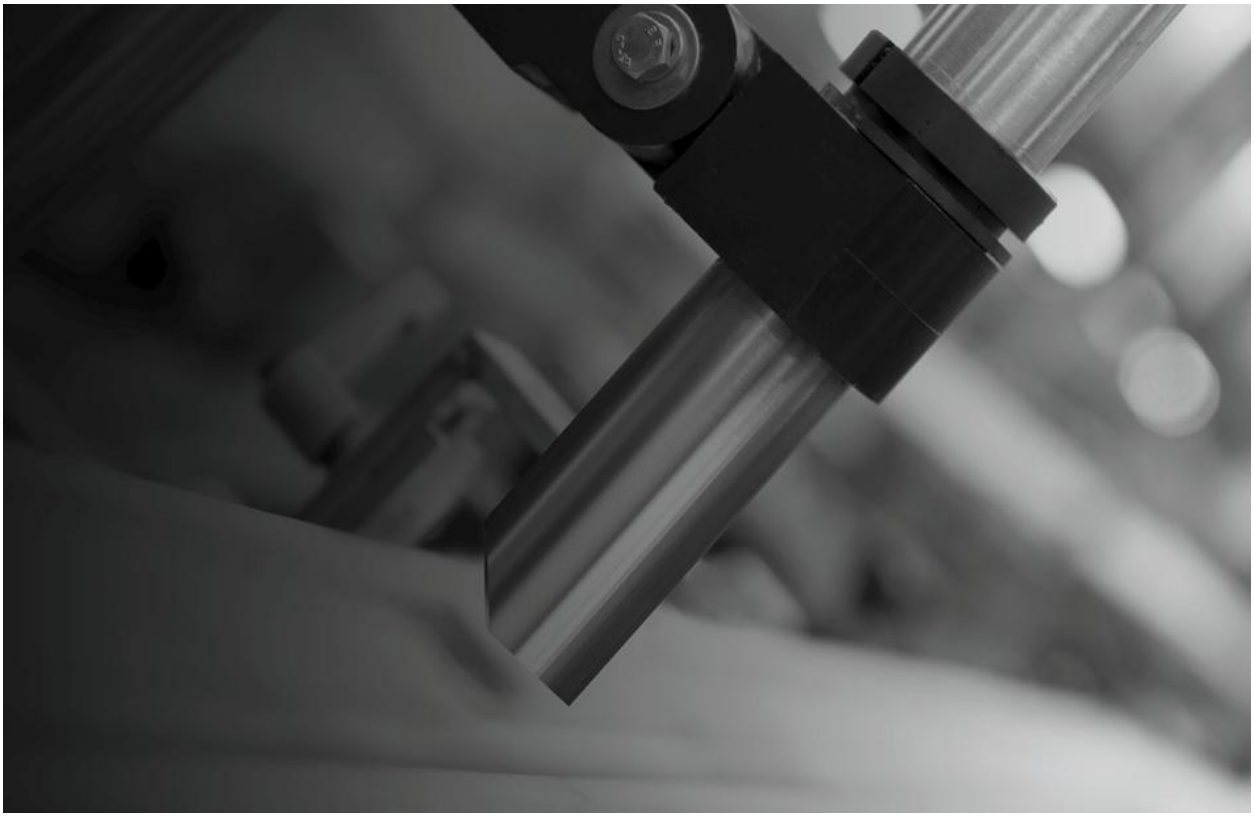


FOR IMMEDIATE RELEASE

Molenaar Australia brings Videojet and MSSC Smart-Jet coding technologies to APPEX2027

Molenaar Australia will showcase two complementary coding portfolios for product identification, traceability and line integration.

Victoria, Australia - Molenaar Australia will showcase the breadth of Videojet's coding and marking portfolio, together with high-resolution thermal inkjet solutions from MSSC Smart-Jet, at APPEX 2027, taking place from 16 to 19 March at the Melbourne Convention and Exhibition Centre (MCEC). Visitors to Stand 2436 will be able to explore technologies designed to place accurate, legible and production-ready information on products and packaging from the first consumer pack through to the outer case and pallet.

For manufacturers, a code is far more than a date or batch number. It supports traceability, inventory control, regulatory information and brand protection, and it must remain dependable through product changes, variable substrates, demanding line speeds and challenging plant conditions. Together, the

Videojet and MSSC Smart-Jet portfolios give producers complementary technologies that can be matched to the application.

The right technology for every point on the line

Continuous inkjet (CIJ) printing remains a versatile choice for high-speed, non-contact coding on a wide variety of products and packaging. Videojet systems can apply variable text, lot and date information, logos and machine-readable codes, including 2D DataMatrix codes, while options suited to demanding or washdown environments help manufacturers align the printer with the realities of the line.

For applications that call for crisp, high-resolution variable data, thermal inkjet (TIJ) offers clean cartridge-based printing of text, graphics and barcodes. Laser marking provides permanent, non-ink identification, with CO_2, fibre and UV technologies available so that the marking method can be selected for the material and required result. Thermal transfer overprinting (TTO) is designed for flexible packaging and labels, where sharp variable information must be added without compromising pack presentation.

The range extends beyond primary packaging. Large-character marking can print text, barcodes and logos directly onto cases, while label print-and-apply systems support automated identification at case and pallet level. Software, application-specific inks and fluids, and line-integration options complete a portfolio built around the practical promise of ‘pack, case and pallet covered’.

Accessible high-resolution coding with MSSC Smart-Jet

MSSC Smart-Jet provides high-resolution thermal inkjet coding at an accessible entry point. Its systems support variable text, dates, lot codes, graphics and barcodes for packaging and case coding. Depending on the configuration, water- or solvent-based inks can be used across corrugated board, plastics, films, glass and metal, while network connectivity supports integration and remote management.

A practical conversation about performance

At APPEX 2027, Molenaar Australia will help manufacturers identify the best fit for their actual operating conditions. Substrate, code content, contrast, production speed, changeover frequency, available line space and the surrounding environment all influence the result. Looking at these factors together helps manufacturers improve code quality, reduce avoidable interventions and build traceability into the production process from the outset.

Food and beverage, pharmaceutical and industrial manufacturers seeking to replace an existing coder, standardise technology across several lines, improve variable-data quality or connect primary, secondary and tertiary packaging identification more effectively must be sure to visit our stand.

Register to attend for free here: https://au.registration.entegy.events/appex27reg_visitor

About Molenaar Australia

Molenaar Australia supplies coding and marking, technologies for food and beverage, pharmaceutical and industrial production environments. Through its international agency portfolio, local application

guidance and technical support, the business helps manufacturers strengthen traceability, product quality, packaging integrity and production-line performance.

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ENDS

#SmartJet #MarkingAndCoding #Coding #FoodIndustry #CodingTechnology #ThermalInkJet #Videojet #CIJ #LaserPrinters #ContinuousInkJet #PrintingTechnologies #Packaging

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