# REA JET

## Late Stage Customization
Digital inline printing of variable data

# Digital inline printing of variable data

## Solutions for machine and plant engineering in the printing and downstream industries

Manufacturers of traditional printing machinery (for rotogravure, flexography and offset printing) are under increasingly competitive pressure from digital printing. On one hand, this is caused by growing variety in terms of many variants as well as small batch sizes, where the advantages of digital printing really make their mark.

On the other hand, digital printing is also increasingly an option because small variable elements more often need to be incorporated into the print job's otherwise static content – so as to cater to customer requirements such as marketing campaigns, discounts/prize draws or serialisation work, for example.

In most of these cases, however, a full-colour digital print is either too expensive (due to the capital outlay/printing costs involved) or unable to supply the quality required for the static part (e.g. metallic colors). In light of the above, the ideal solution would be a symbiotic system combining traditional printing techniques with low-cost digital printing that is simple to integrate.

Here, REA JET is offering the perfect solution: the **REA JET HR** *pro* high-resolution coding and marking system.



REA JET HR printer for hybrid printing with offset printing machinery



Sweepstake code on fast food packaging

2

Use our "digital option" to add real value to your printing presses, slitters and laminators.Factory-integrated into new systems or for retrofitting into existing installations.

For machine and plant engineering, a wide range of options is available for using digital printing systems to add customer value. Short setup times, a flexible number of webs and zero-maintenance coding and marking systems are just some of the many advantages.

The particular strengths of REA JET include the rugged, maintenance-free systems in the REA JET HR series, based on the HP thermal inkjet cartridge. A further bonus is the quick and simple integration into machine control systems.
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REA JET HR print heads

**High-speed printing at up to 762 m/min**

**Text, graphics, 1D and 2D codes**

**Unlimited number of characters**

**Simple to retrofit**

HR *pro* Controller for switch cabinet installation (up to four print heads).

Depending on the resolution and configuration chosen, the high-resolution systems permit production speeds of up to 762 m/min on multiple webs at the same time.

Based on open IT standards (XML), the data structure and communication interface ensures rapid, cost-effective integration of the coding system.

In addition, the integrated web server also permits access to the coding and marking systems via the REA JET WEB GUI and any industry-standard internet browser. This allows to directly and simply integrate the operational procedures into the machine's existing HMI. For maintenance work, this interface also permits remote access without additional costs or the need to install new software. This remote access option for REA JET HR naturally uses an encrypted format.

# Benefits of REA JET HR printing technology

## REA JET HR *pro*

- Data tagging increases throughput by up to 762 m per minute*
- Maintenance-free printing systems offer low production costs and high machine availability – you receive a new print head with every cartridge change
- XML interface for simple integration into machine control and HMI
- Simple installation of the print head and controller thanks to a highly compact form factor
- Wide range of inks available for marking on absorbent and non-absorbent surfaces.
- Flexible print height to 50.8 mm (per controller)
- Thanks to wide-range PSU one device version is suitable for global use
- Simple configuration of menu language with Unicode support (over 22 operating languages).

* Depends on the horizontal resolution chosen, the print content and the system configuration.

## Optional modules:

You can use our software products and camera solution to create a fully-integrated process for your customers, from automated generation of print content through to verification and inspection.

8 HR *pro* controller
in control cabinet

| Sample applications | Integration | Device type | Product |
|---|---|---|---|
| Promotion codes on the back of paper labels | Continuous-feed material in sheet cutter | 8 x HR *pro* 2K, each with 2 print heads | 16 paper product webs, each with one print head |
| Batch number on give-away | Folding/adhesive machine with friction feeder for isolation | 1 x HR *pro* with two print heads | Pre-cut cardboard (hat-shaped) |
| Registration number on the inner surface of food packaging | Folding/adhesive machine with friction feeder for isolation | 1 x HR with one print head | Pre-cut cardboard packaging |

Sweepstake code on food packaging



Sweepstake code on food packaging



Batch numbers on give-away
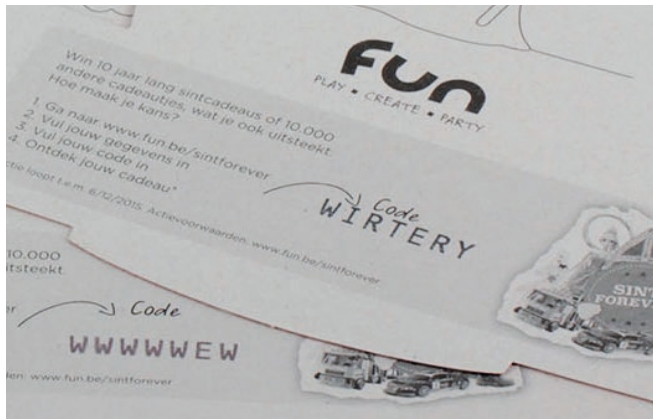


Batch numbers on give-away

| Product length | Print content | Product speed | No. of prints |
|---|---|---|---|
| 48 mm, on 16 webs in parallel | 14-character alphanumeric code with variable content from print to print | 135 m/min | approx. 46 prints/second per print head |
| 24 cm | 7-character alphanumeric code with variable content from print to print | 300 m/min | approx. 20 prints/second |
| 29 cm | 12-character alphanumeric code with variable content from print to print | 290 m/min | approx. 16 prints/second |

# REA JET Promotion Software

## A unique code every time

The software uses a database backend to manage the content/codes to be printed, ensuring that no code is ever duplicated in the process. Even for multipart orders where individual jobs are not completed at the same time, the software ensures that each printed code is one of a kind.

At the same time, the software is also used to create and manage the print parameters and system settings for the coding and marking systems. The end user works only with the Promotion Software and therefore needs no training in the operation of the coding system. If required, the Promotion Software can be supplied with a software module enabling it to be used with a web browser: this avoids operator errors and increases operational reliability.

A flexible licensing model allows the Promotion Software to be adjusted to suit a wide range of individual requirements. In its maximum configuration, it can be used to control a total of 32 print heads. Expansion is also possible later if subsequent adjustments need to be made.

## REA JET Camera Inspection

The optionally-available camera system can be used to inspect printed content. The REA JET Promotion Software sends the content needed to be printed directly to the camera system. The camera captures the print and sends this back to the Promotion Software. A data comparison is made and the next print job is released.

The printed and inspected content is logged and is available in a digital format for later analysis, as required.
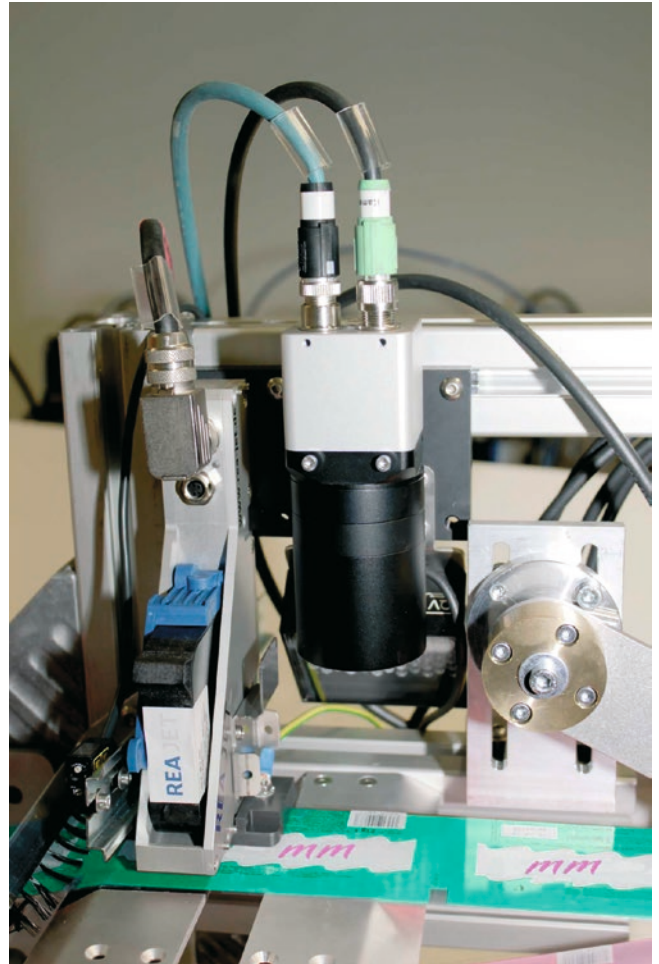


Camera monitoring of print content

Voucher codes on beverage bottle labels



Promotion codes on the back of paper labels

# REA JET

made in Germany