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## Press Release

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FOR IMMEDIATE RELEASE

### **MATTHEWS INTRODUCES NEW MEK-BASED, FAST DRY INK IDEAL FOR THE CONSUMER PACKAGED GOODS AND PHARMACEUTICAL MARKETS**

Pittsburgh, PA, January 28, 2016 – Matthews Marking Systems, a global manufacturer of marking and coding products, announces a new MEK-based, non-porous, fast dry ink for use with the VIAjet™ L-Series thermal ink jet (TIJ) printer.

The LS-7011 ink offers an impressive 2-second dry time, 40-minute open time, and high-quality print on non-porous materials including a large variety of plastics, foils, polyfilms, and metals. The L-Series ink cartridge utilizes two times as many print nozzles as the leading competitor, resulting in a high speed, high resolution (up to 600 dpi) mark. This resolution and speed meets the needs of consumer packaged goods companies looking to maintain or improve fast production speeds while enhancing mark quality.

At Matthews' test sites, end-users are impressed with the adhesion and print quality of the ink. Ray Fortuna, Matthews Technical Product Manager, says, "The LS-7011 ink adheres extremely well and has improved production processes for our customers. This ink fits nicely with our existing MEK product line by offering a lower MEK content and better contrast on some non-porous substrates, all while remaining a fast dry ink."

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Compared to continuous ink jet (CIJ) marking, the VIAjet™ L-Series thermal ink jet print heads are a cleaner, more versatile coding method, allowing for high-resolution graphics and stitched print heads for larger marks. The VIAjet™ L-Series is controlled by the MPERIA™ platform, which enables complete management of enterprise marking and coding operations.

For more information on Matthews' products and services, contact Lyndsey Farrow, Matthews Marking Systems, 6515 Penn Avenue, Pittsburgh, PA 15206. Telephone (412) 665-2536, fax (412) 665-2550, [www.matthewsmarking.com](http://www.matthewsmarking.com).

### About Matthews Marking Systems

Matthews Marking Systems, a member of Matthews International Corporation, provides product identification, branding, and traceability solutions. With over 160 years of experience, Matthews offers a full line of quality high-resolution, continuous ink jet, laser, drop on demand, thermal transfer, contact, and indenting technologies.

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