
Press Release

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FOR IMMEDIATE RELEASE

THERMAL INKJET PERFORMANCE AT INDUSTRIAL SPEEDS

Pittsburgh, PA, February 3 – Matthews Marking Systems introduces the VIAjet™ L-Series thermal inkjet printer. Leveraging the same cartridge technology found in desktop printers, the L-Series provides high print resolution (600 x 600 dpi) at nearly twice the speed of previous thermal inkjet systems. With a variety of ink types and colors available, the L-Series is a clean, fast, and cost-effective alternative to thermal transfer and adhesive labels for packaging and industrial applications marking onto paper, chipboard, corrugated, and plastics.

The VIAjet™ L-Series is operated by MPERIA™, Matthews' universal print platform formally branded as Viacode, which enables complete management of your enterprise marking and coding operations. The intuitive, touch screen interface of the MPERIA controller makes message creation and selection simple, and is aided by a built-in image editor and ERP/MRP/WMS system integration capability. Print head configurations are available in ½", 1", or 2" print heights. The system is also completely expandable, allowing you to add other print heads or print technologies, as needed. Liz Churchill, Vice President of Sales & Marketing, adds, "This new platform makes our equipment smart, simple, and scalable. The unique advantage is the upgrade path across technologies, production lines, and facilities, making a system investment very secure."

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.

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About Matthews Marking Systems

Matthews Marking Systems, a member of the Brand Solutions group 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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