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## Press Release

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FOR IMMEDIATE RELEASE

**MATTHEWS' NEW DROP-ON-DEMAND (DOD) VALVE TECHNOLOGY MARKING SYSTEM AUTOMATES TRACEABILITY, EASILY CONTROLS MULTIPLE PRODUCTION LINES**

*VIAjet™ V-Series is ideal for industrial ink jet marking applications.*

Pittsburgh, PA, July 1 2014 – Matthews Marking Systems, a leading manufacturer of marking and coding products, announces a new large character drop-on-demand (DOD) marking system specifically designed for challenging industrial applications.

The new system, VIAjet™ V-Series, features Matthews' DOD valve technology that marks on porous and non-porous substrates including metal, paper and pulp, wood, concrete, and plastic. Matthews' DOD print heads are the fastest in the industry, marking over 244 meters/min (800 fpm), with the longest life – over 6 billion firings per head.

The V-Series features large character print, ranging from 3mm to 127mm (1/8" to 5"), and an ability to stack print heads for large logos. These features, combined with its durable design, make V-Series ideal to meet the demands of extreme environments, such as building products and steel mills, as well as packaging applications.

MPERIA™, Matthews' universal print platform formerly branded as Viacode, operates VIAjet V-Series and allows customers to control multiple production lines, integrate order processing,

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populate production data from order processing files, and interface with new or existing databases – all from a single controller.

V-Link, an enclosed module featuring an internal power supply and print head driver board, enables communication between the DOD print head technology and the MPERIA™ controller through an Ethernet connection. Each V-Link drives up to 32 valves (1-4 print heads) and Hundreds of V-Links can be stacked and networked through MPERIA™, providing a flexible and scalable system for small or very large applications.

“MPERIA™ seamlessly integrates product marking with plant operations and customer databases,” says Donna Meade, Strategic Initiatives Manager. “The result is that customers can automate coding, reduce marking errors, and provide valuable traceability information for their products.”

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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