



Linx 4900

Continuous ink jet printer

Brief

Linx Printing Technologies Plc, a longstanding client of PDD, is a leading supplier of continuous ink jet printers, impulse jet printers and laser coders. The Linx range of products code and mark millions of items every day, from bottles, packages and cans to pharmaceutical products, cabling, electrical components and car parts.

As part of its ongoing design development, the company wanted to enhance the perceived quality of its ink jet printers, develop its visual brand and incorporate the latest feedback from customers about their use of its products.

Approach

Almost all continuous ink jet printers are encased in fabricated, flat steel plate enclosures. They can be un-ergonomic to use, anonymous and are often badly stained by ink spillages. To rectify these problems PDD took 'deep draw' metal-forming techniques, usually deployed in automotive manufacture, and used them to transform the Linx 4900. Used for the first time in this sector, the technique allowed a curvaceous satin steel enclosure that has eliminated liquid, ink and dirt traps significantly.

The unit is designed to be IP55 rated, which means it can be hosed down without water penetrating the case - a design feature particularly useful in the food and dairy industries where Linx has many customers.

A new membrane keypad with uncomplicated layout guarantees clarity and ease of use. Frequently used keys are positioned at the edges of the keyboard for both right and left-handed thumb activation; button icons have been enlarged to accommodate operators who need to wear gloves.



Result

The Linx 4900 design ensures that this new printer stands out from others on the market, not just in looks but also because it offers distinct user benefits.

This new design has helped to enhance customer perceptions of the Linx brand. Its smooth, all-steel casing ensures that liquid can easily run off whilst also making it much easier to keep clean.

These factors, combined with the clear and user friendly interface, and well engineered products for which Linx is known, make the Linx 4900 the cleanest, clearest, cleverest ink jet printer in its class.

"Linx set a target to increase sales by 20% for this product category, within six months of launch. They have in fact exceeded this target by some margin."

Neil Bennett, Linx Printing Technologies

For more information email info@pdd.co.uk or visit our website:

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