



about us...

Easyprint Australia has been providing clever marking, coding and labelling solutions to the Australian packaging industry since 2000.

We are the Australian agent for Scandinavian designed and produced *Easyprint* thermal transfer printers, and *HM labellers*.

Our products are used in packaging where marking, coding or labelling is required in-line.

Our products are clever because they combine latest technology and high performance with simplicity of design and easy use. They are also cost effective.

The Easyprinters use thermal transfer technology and are fast, accurate and some have a patented ribbon saving device. The HM labelers include the first 'liner-free' labeler in the industry – also a patented feature.

But we know that a good product doesn't stand alone. Our printers and labellers are backed by training and servicing support here in Australia, as well as comprehensive research and development programmes back in Denmark.

Our installations are many and varied; from dairy products, smallgoods, fresh foods, drinks and confectionary, to pharmaceutical products. Our customers range from multinationals to very small businesses.

A few years ago we were a small business run from a home office. Australian manufacturers have embraced our products and we are now proud to say that we not only supply Australia-wide, but have offices in Sydney and Melbourne, as well as agents in Brisbane, Adelaide and Perth.

The aim of the Easyprint Australia team is to provide our customers with the highest quality product and matching service. With many satisfied customers and a growing business, we have confidence that we are achieving that.

We invite you to read on, or to speak with one of our staff about your labelling or printing needs.

THE EASYPRINT AUSTRALIA TEAM

easy-print.com.au

our staff...

Administration & technical

Jon Collier

Neil Haine

Daniel Oliver

Michael Thian

Lindy Kingsford

Sales

Henrik Mortensen

Graham Green

Stuart Smith



Printing variable information in a harsh packaging environment - an Easyprint speciality

our suppliers...

Scandinavians are famous for their innovative yet practical design, and for their technical expertise. They also have a strong work ethic. All this work and problem solving comes from the cold dark winters, which has them sitting inside for most of the year! Our suppliers are well established in Scandinavia and the rest of Europe for their innovative, reliable products and supportive research programmes.

Easyprint A/S

Easyprint A/S specialises in thermal transfer printing equipment for the packaging industry. They are situated in Karlslunde outside Copenhagen.

Since 1991 they have focussed on achieving a complete line of thermal transfer printers that can be integrated into all types of production lines where in-line marking is required. They have also focussed on making their products as simple to use and cost effective as possible.

HM Labelling

HM produces a complete product programme of labelling equipment from their base in Jutland, Denmark. Their focus is on sturdy, reliable equipment that can suit a customer's needs, whilst remaining economical. Their most recent innovation is the development of the Linerfree labeller - the world's first labeller that doesn't use silicone backing for the actual labels (saves time, money and the environment).



Packaging that uses the combination of an Easyprinter and an HM labeller

some of our clients...

- Primo
- Dairy Farmers
- Unomedical
- KR Castlemaine
- Amcor
- Pasta di Casa
- Cadburys
- McCormick's Foods
- Miss Maud
- D'orsogna

our service programme...

Pre-Sale service

- Samples of print on your material
- Pre-installation site/technical assessment

Installation and Training services

- Technical installation
- Training, with support and coaching for up to 4 weeks post installation

After Sales Service

- Technical hotline
- Maintenance service agreement
- Supply of consumables

Easyprint News

- Easyprint Australia Newsletter is available quarterly (or as fresh news becomes available) through our website easy-print.com.au

The Easyprint range

The TM printer

- Able to move across a web enabling a number of prints to be made on a packaging line - it is mounted onto a custom made frame.
- Made for direct integration into thermal forming packaging machines ie. all horizontal form/fill/seal packaging machines.
- Equipped with 300dpi printhead, which guarantees high quality print.
- Because of the above - and because the printer can mark a large area of up to 128mm x 600mm - in many instances the TM has replaced the need for pre-printed film.



Thanks to a TM printer, this customer is able to use the same pre-printed web for all their different pasta products

The IM model printer

For use in intermittent packaging, and can be mounted on all types of vertical and horizontal packaging machines. It is compact and easy-to-install.

Two IM types are available;

- IM2: Maximum print speed of 600 mm/sec with a print area of up to 53mm x 106mm.
- IM5: Maximum print area of 128mm x 106mm, the largest print area on the market. Maximum print speed of 600mm/sec.

The CM model printer

For use in continuous packaging; can be mounted on all types of vertical and horizontal packaging machines. It is compact and easy-to-install.

Two CM types are available

- CM2: Print area 53mm x 2700mm; print speed 1000mm/sec
- CM5: Print area 128mm x 2400mm; print speed 800mm/sec

The CM supports Easyprint's patented fading and retraction technology. Savings of up to 80% on original ribbon consumption can be achieved.

Communicator

This printer is the star of the Easyprint fleet. Its special speed, design, and cost saving features set it well apart from other thermal transfer printers in the market.

- Print speed from 50mm/sec up to 1400mm/sec.
- High quality in both continuous packaging, and in intermittent situations of extreme acceleration and deceleration.
- Ribbon consumption can be reduced by up to 80% through a patented 'fading' system.
- Robust and simple design, allowing it to be maintenance-free, giving you greater production uptime.
- Largest ribbon capacity at 1.2km

The S Models

The S-IM

The S-IM is an intermittent printer designed to be installed on labelling lines and packaging machines where a high quality print is required. It has a print area of 53mm x 55mm with a speed of up to 600mm sec.

The S-CM

The S-CM works continuously and produces a high quality print, and can do so over a large print area without reducing or compromising either the print speed or quality. It has a print area of 53mm x 2400mm with a speed of up to 1000mm sec at 300 DPI. The S-CM supports Easyprint's patented **fading and retraction** technology. Saving of up to 80% on ribbon consumption can be achieved.

Unicontroller

All the Easyprint models are supplied with a Unicontroller, which provides control over the function of the printer.

It is a 5.7inch LCD touch screen with the following features:

- an easy, accessible menu structure
- an integrated online manual
- print designs can be easily adjusted using the touch screen or with external PC software. This can then be saved onto compact flash cards, which come as standard with the printer
- ease in entering a variety of variable data, such as expiry date, production date, shift codes, sequential numbers, machine ID, Real Time Clock
- a development environment function, which can meet specific marking requirements. This is configured so that users can set up macros to define their Unicontroller to calculate and print the exact data required
- the Unicontroller can itself set the parameters which affect the quality of the print, and which minimise the consumption of foil
- a built-in Ethernet port as standard, making your new printer network compatible from delivery
- a sophisticated user administration area that provides the responsible person with the option to lock away all features unnecessary for daily production

The HM labellers range

HM Labellers offer a larger range of printers: we have represented just a few here. If you would like to have more information about other HM printers that may suit your needs, please ask our sales staff or check our website easy-print.com.au.

HM-DS-120

HM-DS-120 is a small and compact dispenser, released in June 2005. It is streamlined, has a simple function choice, and has integrated electronics. It is suitable for top, side, and bottom labelling with pre-printed labels. It is possible to print date etc on the labels with hot stamp. HM-DS-120 is priced inexpensively and represents good value for money. It has a stable construction and the body is made from anodised aluminium.

HM 500

This printer offers the most compact label head with the most advantages and facilities for its price.

The electronics are integrated into the labeller and built over a high-powered 16 bit microprocessor which monitors and controls all the functions. The label head is milled out of one aluminium block.

HM 3000

HM3000 is the high-end label head. This labeller is the most reliable machine of its type in the market. It has a very high-powered motor, and is developed and built for constant 24 hour operation. Its electronics are built using a high-powered 16 Bit microprocessor which monitors and controls all functions. The labeller is milled out of one single block of aluminium in order to achieve very high stability. It mounts on different printing units, e.g. ProMax thermal/transfer printer or hot stamp and it has the capability to save up to 100 different product/label set ups.

HM 4000 CW

Cross Web Labelling

HM4000CW is designed to optimise a deep draw machine for vacuum packaging. It enables you to combine the packaging and labelling of your products in one operation. This means a reduction in production costs and increased productivity. The HM4000CW is one of the most advanced labelling machines available. It offers the widest flexibility, the shortest rearrangement time, the largest capacity and the minimum waste in terms of labels.

Linerfree® Labeller

The newly developed Linerfree programme is capable of handling self-adhesive labelling paper using no liner at all, and this revolutionary concept has huge advantages.

Traditionally, self-adhesive labels stick to a liner until they are applied to a product. Linerfree Labeller is different because it is developed to handle labels that come in rolls with no layers of liner in between. The label has a special stick-free surface which allows the adhesive of the paper to be effective only on the product, and not during handling.

Linerfree facts:

- 60% more paper on the same roll diameter compared to traditional rolls
- delivered in endless lines up to 1,000 meters
- no preprints or pre-cuts of labels are required (neutral)
- all kinds of label lengths can be created from the same roll of paper
- no waste, less down time spent changing label rolls
- available in neutral or 4 colour prints
- the adhesive has identical specifications as ordinary self-adhesive material
- water resistant due to special coating

Stand alone or network options

Linerfree can be linked to an ethernet network. Through this, machines on line can be operated centrally from one PC. Alternatively, Linerfree is delivered with MCL which makes the machine intelligent and capable of handling input from a scanner, keyboard, weight, or other serial unit.

Dynamic weighing options

Linerfree is perfect for dynamic weighing as it can handle input directly from weights. For example, it is possible to print a sum label and collect data in a database for evaluation later on.

HM Pallet Labelling

With HM Labelling's automatic pallet labelling station, it is now possible to automatically label pallet products with labels conforming to the EAN 128 Standard. This means that the station applies the labels at the two required corners of the pallet, whilst printing the relevant information and bar codes onto the labels, in keeping with the EAN 128 Standard.

The labeler is a standard unit, which can be adapted to and built into any pallet line. It has an optional inventory management and tracking of each pallet - from the producer, all the way to the end user - by means of the EAN 128 pallet labelling standard which provides each pallet with a unique SSCC number.

