



Videojet Technologies (S) Pte Ltd joins GS1 Singapore Solution Partner Program (SPP)

To Raise Performance Benchmark for Product Identification Market

For immediate announcement on 13 September 2016 – Videojet Technologies (S) Pte Ltd, a world-leader in the product identification market joins GS1 Singapore Solution Partner Program (SPP).

With over 325,000 printers installed worldwide, Videojet Technologies leverage over 40 years of globally gained expertise, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services to help customers improve their productivity, protect and grow their brands, and stay ahead of industry trends and regulations.

State-of-the-art technologies include Continuous Inkjet (CIJ), Thermal Inkjet (TIJ), Laser, Thermal Transfer Overprinting (TTO), Large Character Marking (LCM) and Label Print Applicator (LPA).

“Our partnership with GS1 Singapore underscores our commitment to deliver high quality marking, coding and printing solutions conforming to GS1 established standards. We will work closely with GS1 to address the marking and coding challenges faced by its members,” said Adi Wirawan, General Manager SEA/ANZ at Videojet Technologies (S) Pte Ltd.

In today’s world, supply chain security is a major concern for manufacturers across the globe. Coding has taken a leading role in efforts to improve overall operating efficiency and brand protection. With that in mind, the foundation of any solution is Code Assurance, ensuring the correct code is applied to each product. Brand protection can be woven into larger, more comprehensive systems to ensure product authenticity and authorized distribution. Combined with real-time tracking software along the entire supply chain, this multi-faceted approach can allow manufacturers to increase their operational efficiency while protecting valuable brands from counterfeiting and diversion.

“We are confident that Videojet comprehensive variable data coding, marking and printing technology will provide GS1 members global traceability solutions and new potential to enhance their supply chain processes,” added Mr Wirawan.



About GS1 Singapore

GS1 Singapore, which is affiliated to Singapore Manufacturing Federation, is part of the not-for-profit Global Standards 1 (GS1) organisation based in Belgium, Brussels with offices in 115 countries. GS1 Singapore has close to 2,000 member companies across multiple sectors and is working with organisations and public agencies such as SPRING Singapore, iDA, CUSTOMS, HSA and e2i to promote and drive adoption of standards, thus helping Singapore companies to improve their competitiveness and operational efficiencies.

For more information visit <https://www.gs1.org.sg/>

About Videojet Technologies

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services. Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in continuous inkjet (CIJ), thermal inkjet (TIJ), laser marking, thermal transfer overprinting (TTO), case coding and labeling, and wide array printing, Videojet has more than 325,000 printers installed worldwide. Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service, and training support is provided by direct operations with over 3,000 team members in 26 countries worldwide. In addition, the Videojet distribution network includes more than 400 distributors and OEMs, serving 135 countries.

For more information visit www.videojet.sg

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