

DID YOU KNOW

In the Bakery Industry
TIJ cost per print is
OVER 3x
MORE EXPENSIVE
than Squid Ink!

Ink costs add up. When it comes to printing bag closures, a typical bakery will average over 1.5 million prints per cartridge with Squid Ink, or less than 20 cents per thousand. This is **3.5 times less expensive** than using a typical TIJ printer, and it doesn't include TIJ cartridges that are discarded due to ink dryout.

Tired of throwing money down the drain?

Choose Squid Ink and watch your savings add up!




SQUID INK

ENGAGE *technologies corporation*

But wait, there's more

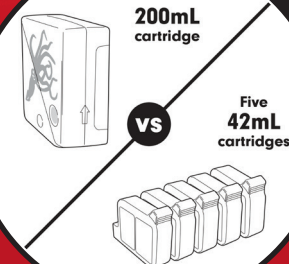
Here are 8 more reasons to choose Squid Ink



.7" SQUID INK HEIGHT
.5" TIJ HEIGHT

30% LARGER PRINT

Don't limit your message height: Squid Ink's UV system will print up to .7" vs. .5" max height with TIJ. This allows larger characters, more information on the closure, and is ideal for larger bag closures.



200mL cartridge
vs
Five 42mL cartridges

LARGER INK VOLUME

Squid Ink's printing system runs 200ml ink cartridges which are nearly FIVE times the amount of ink compared to the 42ml ink cartridge in a TIJ system. That means five times fewer ink changeovers, less operator involvement, and less chance of running out of ink.



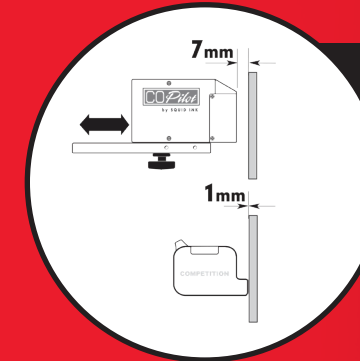
ALWAYS BE PRINTING

Experience maximum uptime with Squid Ink's 200ml ink cartridge. With a built-in ink reservoir, replacing Squid Ink cartridges is a snap and allows users to continue to run without stopping the production line. Every time you swap out a TIJ cartridge, your printer is down, increasing the chance of missed prints and rework in your operation.



NEVER THROW AWAY UNUSED INK

Solvent-based TIJ ink cartridges often dry out when not in use, causing users to throw out entire cartridges of ink whether they are full or empty. Squid Ink's UV ink only cures when in contact with UV light, so it won't dry out on the printhead face. This eliminates missing jets, poor print quality, and best of all, ink you pay for, but never get to use!



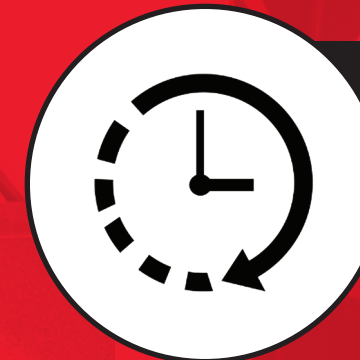
INCREASED THROW DISTANCE

Squid Ink printing systems utilize industrial Xaar® print engines which offer increased printhead to closure throw distance of up to 7mm. TIJ printers recommend that users "kiss" the substrate. Squid Ink's increased throw distance enables a better quality mark, ensuring clean, crisp images, razor-sharp text, and scannable bar codes.



COME OVER TO THE DARK SIDE

Customers shouldn't have to search for your print. Squid Ink users can expect 30% larger and darker print than TIJ due to larger drop sizes and more ink laydown. The increased height and darkness make Squid Ink the right choice for printing product pricing, sell by dates, lot numbers, and scannable bar codes that need to be noticed.



MINIMIZE YOUR DOWNTIME

Squid Ink's UV ink cures by LED light only and won't dry out on the printer faceplate. Squid Ink's UV ink only cures when it comes in contact with the UV lamp. This means minimal maintenance and down time for your operators and allows them to focus their efforts on other areas of the production line.



FOREVER IS A VERY LONG TIME

Squid Ink's UV cure system is immediate and the mark is permanent. There is no warm up time for curing as the system is instant on/instant off. Once cured, the mark is permanent and impervious to sunlight, water, moisture and contact.

You have the reasons, now experience the results

For these reasons and more, it is easy to see why Squid Ink's UV cure printing system is the most cost-effective and lowest maintenance option for bag closure printing applications in the bakery industry. It is easy to see why thousands of these printers have been installed effectively as a proven system in the bakery industry.

But don't just take our word for it. Contact Squid Ink's Gary Larsen today at **1-800-877-5658**, or **glarsen@squidink.com** to see how this system can benefit your bakery operation!



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