

**Press Release – Product Innovation**

18 February 2005



**Individual Inline Laser Coding on Folding Cartons for Wide Range of Promotional Ideas**

Mayr-Melnhof Packaging integrates laser identification system in folding carton gluing machine.

Investments in new process technologies are frequently only made to meet customer requirements. MM-Packaging follows a different path, which with the help of PacProject GmbH broadens its range of services in the field of technical innovations and packaging solutions.

It is now possible to offer the customer folding carton identification marking, which sets new standards at the packaging manufacturer's premises in respect of its flexibility of application and process integration. Providing a folding carton with an individual code number has certainly been state of the art in identification technology for some time. However, what is new is being able to accomplish this task without the additional use of inks, varnishes or other auxiliary materials.

Amongst other things, customers use laser coding for promotions (prize draws) or as a security medium for ensuring the traceability of products. The code itself has an appealing appearance on the reverse side of the carton in all popular solid cartonboard qualities. In addition to code numbers (up to 17 places), the system also offers the facility for lasering graphics such as symbols or logos into the package in different sizes.

**Efficiency and Versatility**

One special feature is the so-called "random" function. This enables various symbols to be applied according to the random principle. Integration of the laser in folding carton gluing machines particularly facilitates the coding of large volumes of folding cartons. This made it possible to code approximately 40 million packets for a prize draw promotion run by Kellogg Europe in a very short time indeed.



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