



Laser marking on carton in the tobacco industry



TOBACCO TRADING INTERNATIONAL POLAND



KEY FACTS

CLIENT

TOBACCO TRADING INTERNATIONAL
Poland Sp. z o.o.
Kraków
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COUNTRY

Poland

INDUSTRY

Tobacco Industry (Cigarette Packets)

SUBSTRATE

Through foil and on cardboard

LASER SOLD

1 iCON2

LENS FOCAL LENGTH AND SIZE OF MESSAGE

35x35 mm lens, 7 characters

EXAMPLE OF MESSAGE

12.80 zł

DYNAMIC OR STATIC APPLICATION

Yes

Tobacco Trading import and export tobacco products. We sold a Leibinger printer to this customer a few years ago. Lastly we sent a newsletter according to a new MACSA product - an iCON2. We had luck because we did it at the right time as they were in need of a Laser printer.

The customer had imported a huge lot of packets of cigarettes from abroad and had to mark a price on these (due the Polish law). Due to the fact that packets were foiled and to unpack all packets would might taken too much time there was only one solution - to mark a price through this foil.

An iCON2 suited perfectly for such an application. Small, compact, affordable, cheap - these advantages helped to make a quick decision from the customer's side. The customer wanted to get the laser ASAP, we had one on stock, so we just brought a laser to this customer and installed it on a customer's conveyor without any delay.

This transaction was really fast and nice. We wish we had more sales like this.

