



**Dy-Mark Identification Solutions**  
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**For Immediate Release**

## **Dy-Mark announce the latest in ink jet coding**

Dy-Mark Identification Solutions has announced the launch of the 1000 series of ink jet printers from Videojet.

The announcement comes as Dy-Mark moves to strengthen its long-standing relationship with Videojet, the parent company of Willett, and as the current crop of trusted Willett small character coders near end of life.

The new Videojet series includes the 1210 and 1510 small character continuous ink jet printers. The two models satisfy the needs of low duty applications, right through to heavy duty use.

National Sales Manager for the Identification Solutions Division, Mark Luft, described the Videojet range of ink jet printers as an important addition to Dy-Mark's existing coding range.

"The series represents the latest in ink jet coding technology, offering exceptional value for money and ease of use," Luft said.

"The Videojet 1210, a small character continuous ink jet printer, satisfies low to medium duty applications, whilst the 1510 is ideal for more heavy duty production lines," he said.

"The 1210 is designed for low to medium duty production lines that run for an average of 6-8 hours per day, five days a week."

"The 1510 caters for higher end production facilities that require multiple print shifts per day," Luft said.

The Videojet ink jet range provides a solution for the food and beverage, pharmaceutical and healthcare industries and a range of other industries where batch and date coding are required.

Dy-Mark will continue to support the existing Willett range of small character coders, with consumables, parts and service, for at least five years after production of these models ceases.

**ENDS**

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