

HSAUSA's Low Maintenance, Cost-Effective Marking and Coding Solutions Rely On Hewlett-Packard Printing Technology

Integrated solutions for end users and OEMs include covert marking.



Whether the project is printing on the sides of low-profile soda cartons,

replacing high-maintenance continuous inkjet systems or providing covert carton marking for an auto parts supplier, HSAUSA has "been there, done that."

HSAUSA serves the packaging industry with product handling, marking and coding solutions that include printers, controllers and software designed to meet the requirements of the pharmaceutical, cosmetic, food and other industries.

HSAUSA offers printers that incorporate HP thermal inkjet technology because HP cartridges with no moving or wearing parts provide the maintenance-free service and low cost-of-ownership on which HSAUSA has built its reputation.

HSAUSA printers are available with stalls for up to eight HP cartridges which can print at resolutions of up to 600 dpi. Both top mount and side mount stalls for marking carton tops and sides are offered. One model incorporates four print cartridges arranged side-by-side using a different color ink in each so that they can run 1/2 inch-high, CMYK four-color printing. An eight-cartridge printer can produce one-inch-high, four-color printing.

The company's line of controllers ranges from high-end multi-tasking units to compact, low-cost units that can fit almost anywhere.

HSAUSA's top-of-the-line controller is the HSAJet-CT. It includes a 15-inch monitor and full size keyboard with integral trackball mouse and operates with Windows XP Professional. HSAUSA's user-friendly OBJ (Object Oriented) Ink Draw

software is included with the controller. The CT features Ethernet and RS232 connectivity to link up with a host computer or it can operate independently. The CT can control up to eight print stalls or, optionally, up to 12 HP print stalls.

An HSAJet-CT Controller running two HSAUSA side mount print stalls with three HP cartridges each was recently installed as part of a solution for Shasta/National Beverages Corp. The installation prints crisp, clean barcodes—which the previous equipment could not do—low on the sides of 24-pack soda trays before they are wrapped in plastic.

HSAUSA printers replace high-maintenance continuous inkjet systems in the application of lot codes and expiration dates on chipboard cartons.

Solvent-free HP inks are printed on the trays at more than 200 fpm. HSAUSA equipment also is used to mark and code boxes of Shasta one-liter soda bottles.

At the opposite end of HSAUSA's product line is its low-cost, high-volume controller, the HSAJet-TCU "Tiny Controller Unit." The HSAJet-TCU is available with or without a two-line, backlit LCD

display and keypad. It prints 1 to 16 messages and operates two HP print stalls.

The HSAJet-TCU is a fast selling product that is being used in combination with HSAUSA printers to replace high-maintenance continuous inkjet systems in the application of lot codes and expiration dates on chipboard cartons. The snap-in, disposable HP print cartridges with integral nozzles virtually eliminate printer cleaning and maintenance. HSAUSA estimates the cost of the TCU/HP thermal inkjet system to be about a third of that for a CIJ system.

HSAUSA also promotes covert marking solutions using UV and IR inks. The special inks are used with the HP series 45 cartridge in HSAUSA printers to protect brands by preventing illegal product diversion and counterfeiting.

For a maker of retail auto parts, HSAUSA furnished not only the controllers and printers to apply covert carton marking, but also the vision systems and scanners to work with the barcodes that are visible only under IR light. HSAUSA also provided integration software to track and trace random serialized 2D barcodes.

HSAUSA operates through a network of 20 nationwide distributors and supports 10 OEM equipment suppliers who incorporate their solutions in a variety of different applications.

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