

# Company Profile



## Providing Innovative Printing Solutions to the Automation Industry Worldwide

**Coding • Marking • Mailing • Form Printing**

Providing automated printing solutions is one thing. Knowing which industrial printing solution that will enable you to compete successfully is quite another. Today, industrial printing (i.e. coding, marking, mailing, and form printing), represents an essential part of the entire manufacturing process. The printing must be quickly completed and still be in a high quality print.

### **Fulfilling Your Needs**

HSAjet coding, marking, mailing, and form printing systems enable you to meet the increasing demand for industrial printing solutions that are high resolution, fast, and cost-effective. At HS Automatic ApS we are capable of providing you with printing solutions to make your industrial printing process, and subsequently your company, highly competitive. HS Automatic's printing solutions represent innovation, reliability, great performance, high resolution, and durability – designed to help you increase productivity, generate revenue, and reduce operational costs.

- advanced
- flexible
- creative
- innovative
- competitive

# HS Automatic Aps - How It All Began

The story of HS Automatic ApS begins in 1993, where two electronics engineers, Mr. Karsten Holm and Mr. Per Sorensen, discovered that they shared a common dream – namely to provide innovative electronics solutions for the automation industry. And on the basis of their combined knowledge, the foundation of HS Automatic was laid and the company was born.

In the beginning, HS Automatic was occupied mainly with different types of automation assignments, e.g. step-motor drivers, DC servo motor driver regulators etc. and with all kinds of electronic industrial machine handling. In addition, HS Automatic was engaged in several customised automation projects. In fact, it was one of these customised projects that generated the idea of focusing on packaging printing solutions and the packaging automation industry.

## Coding, Marking, Mailing, and Form Printing

In 1997 HS Automatic was assigned a specific project regarding the electronic aspects of coding and marking of packaging, and soon it was discovered that a market within this industry existed. Since then, HS Automatic has focused on working with automated packaging solutions in terms of coding and marking applications, and the successful results soon appeared in terms of increased business and global market shares. In 1998 the first mailing system was developed and included in the product program in order to supply customers with a more advanced product portfolio.

Today, HS Automatic is capable of delivering a wide variety of printing solutions from small stand-alone units to large flexible printing systems and with printing capabilities ranging from 8.75 mm to 576 mm. Furthermore, HS Automatic's equipment can be operated via networks, in connection with databases, and is capable of delivering full-colour printing (CMYK). To sum it up, HS Automatic develops, manufactures, and markets industrial automation solutions using high-resolution inkjet printing technology.

## Continues to Expand

HS Automatic has experienced a remarkable growth since the creation of the company. We currently have 30 employees and the number continues to increase. The turnover of the

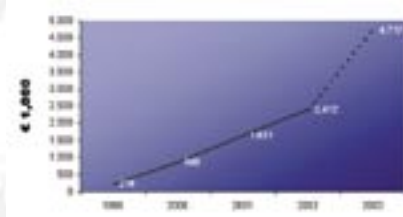
company has also increased significantly over the past five years, as the chart pictures. More than 25% of this turnover is re-invested in R&D to maintain the development of new and enhanced products and features. By doing so we are always capable of meeting future demands of our customers.

## Advanced Technology

HS Automatic's packaging printing automation solutions make use of printheads using the Xaar, HP, and SII printing technologies, which are the best of class printing technologies to date. These inkjet printheads are capable of handling a wide variety of ink types, including oil-, solvent-based, and UV curable inks. In addition, it can be used to print onto almost any surface such as porous and non-porous material, and the print resolution is extremely high when using these printing technologies.

## Worldwide Dealer Network

With headquarters in Roedovre, Denmark, near Copenhagen, HS Automatic decided at first solely to focus on the Scandinavian market. But as business and demand increased, it was soon discovered that a market expansion was required. Today, HS Automatic operates all over the world and has a network of authorized dealers in Europe, Middle East and Africa, Asia Pacific, Canada and the US. Thanks to these dealers, HS Automatic is now supplying printing solutions to companies all over the world.



# We Provide the Solutions to Your Needs

## Flexible Product Portfolio

Our product range allows us to respond optimally and rapidly to almost any inkjet printing need. After all, most production lines are differentiated, and no demands are the same. As a result, HS Automatic has developed flexible packaging printing solutions to match different needs, and if our product range does not satisfy your specific need, customised solutions could also be a possibility. At HS Automatic, part of our job is to assess what you will need for the future – so you are prepared for it now. Consequently, we continuously develop new products and improve our existing products. This includes providing you with software solutions which can be upgraded free of charge. So whatever packaging inkjet printing solution you need, we have the solution and the experience to fulfil it.

### HSAjet ST



The HSAjet ST (Stamp) is a printing solution for OEM purposes. The HSAjet ST consists of a printed circuit board, a cartridge and stall and software. It is a very cost-effective printing solution designed for limited printing jobs still requiring a high-resolution and a high quality print. It is the ideal solution for simple printing jobs, e.g. stamping of cheques, paper documentation, pre-coding, internal logistics, date documentation e.g. integrated in letter openers, or in the pharmaceutical industry. The HSAjet ST is based on a standard HP cartridge.

### HSAjet TCU



The HSAjet TCU (Tiny Controller Unit) is a very cost-effective printing solution designed for limited printing jobs that still require a high-resolution and high quality print. It is also the ideal solution for simple printing jobs, such as stamping of cheques, paper documentation, pre-coding, internal logistics, date documentation e.g. integrated in letter openers, or in the pharmaceutical industry. The HSAjet TCU is compact and calls for a minimum amount of maintenance and is, like the HSAjet ST, based on a standard HP cartridge.

### HSAjet SA



The HSAjet SA is a stand-alone printer with integrated ink-supply, product sensor, keyboard, and display, and with either compact or umbilical printhead connection. The HSAjet SA is easy to operate with simple user menus, requires a minimum amount of staff training, and is a very cost-effective printing solution. The HSAjet SA can control Xaar (XJ126, XJ128, XJ500) and Seiko Instruments printheads.

### HSAjet CU



The HSAjet CU is a stand-alone controller unit, and connected to our standard printers the HSAjet CU functions as a stand-alone system. The HSAjet CU can be mounted directly in the production area and demands a minimum amount of staff training. Furthermore, the HSAjet CU enhances productivity due to its flexible presentation. The HSAjet CU can control HP, Xaar (XJ126, XJ128, XJ500) and Seiko Instruments printheads.

### HSAjet CB



The HSAjet CB is a controller board to be mounted in a pc or in an HSA Industrial Print Controller (IPC). The HSAjet CB is an advanced and high-resolution printing solution with multiple printing options. The HSAjet CB makes full colour printing with print width 72mm possible as well as monochrome printing (print width 288 mm with one CB and 576 mm with two CBs) possible. The HSAjet CB is extremely fast and shows new possibilities, e.g. additional time zones (when using two boards). Furthermore, the HSA CB can be operated via networks and in connection with databases and makes form- and page printing possible.

# How to Manage Your Print Layout

## Print Layout Management System

HS Automatic also supplies a print layout management system software, OBJ INKdraw, for you to manage your print. With OBJ INKdraw you can realise the print that suits your needs by arranging images, logos, text, barcodes, dates, counters, and databases into printing jobs.

OBJ INKdraw is created with a highly user-friendly interface for designing coding, marking, form printing, and mailing applications. With easy-to-use functions you can graphically edit and precisely control printing objects. OBJ INKdraw allows the operator to define and run jobs within a few minutes and consequently reduces operational costs.



## HS Automatic – Your Provider of Packaging Printing Solutions

### Innovative and Flexible Solutions

With our HSAjet solutions we monitor the future and make sure to get there in time. We have a portfolio of innovative printing solutions and a highly sophisticated print layout management system, OBJ INKdraw, to manage the prints. We are committed to being leaders in providing you with the best possible printing solution for your company, which means that the success of our business depends on the success of yours.

## Contact Us

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