

Press release

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Hitachi solves the problem of the “SmilingEffect”

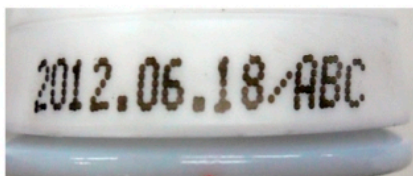
DUESSELDORF- It is a well-known fact in industrial printing that a "smiling effect" occurs when using a CIJ inkjet printer on round and cylindrical products.

The effect is a result of a variation in the distance from the printer head during the printing process. Cylindrical surfaces such as bottles, jars, and pipes are some examples of where a “Smiling Effect” occurs.

The increased demands within the industry for high quality printing have prompted Hitachi in Japan to develop new software that compensates for the cylindrical surface during the actual printing process.

When labeling on pharmaceutical products, the new software will be particularly useful. The pharmaceutical industry is faced with the toughest requirements in industry when it comes to the date and batch printing of products and verification.

The new software means that it will be easier for a monitoring camera system to read and verify text printed on a cylindrical surface with “Smiling Effect Compensation”.



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