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On August first a major international beverage manufacturer installed the first Hitachi high speed printer on its can line. Operating at speeds of 1,400 cans per minute the Hitachi was able to outperform its competitor in print quality and reliability. The Hitachi not only outperformed the competition, but it lowered the plants fluid consumption.

Line operators, maintenance personnel, and plant management were impressed with the quick installation, minimum amount of training required, and the ease of operation. Line operators change production numbers and production codes at every change over, and were surprised at how easy and quick it was to perform this operation. Maintenance personnel no longer have to clean the print head at start up and shutdown, and management no longer has to worry about production numbers and efficiency ratings related to their ink jet coder.