

Laser Printing



Redefining packaging labelling and coding

Most companies use traditional methods such as adhesive labels or inkjet printing for packaging labelling. Whilst these processes fulfil their purpose, they are inefficient, expensive and unsustainable. Against this backdrop, DS Smith has developed Easy Trace Laser Printing, an innovative printing and coding technique that makes the labelling process faster, more cost-effective and more sustainable.

Lower costs

Using adhesive labels and inks involves recurring costs associated with their production, application and printer maintenance. With DS Smith Easy Trace Laser Printing, these costs are reduced, as no ink or labels are required, thereby minimising operating and maintenance costs.

- Minimal maintenance
- No labels or ink

Greater efficiency

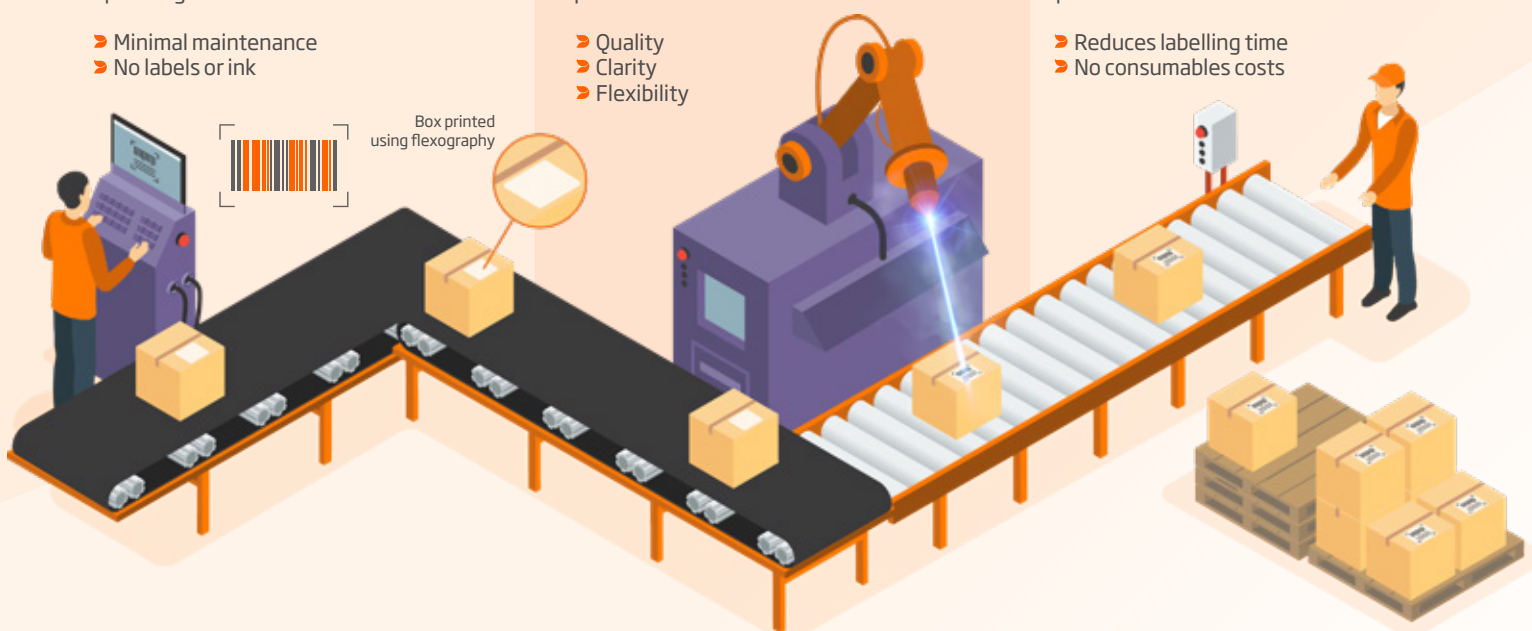
Conventional techniques can present legibility issues and create additional logistical and administrative burdens. Our solution not only offers higher quality and clarity, but also provides flexibility and reliability in planning, optimising the entire coding and identification process.

- Quality
- Clarity
- Flexibility

Reduced complexity

Traditional methods involve several stages, from the creation and storage of labels to their application to packaging. This complicates and slows down production. Our technology simplifies the process by eliminating these stages, improving efficiency and reducing production time.

- Reduces labelling time
- No consumables costs



With other technologies:

- Maintenance costs
- Operating costs
- Adhesive labels
- Ink

- Labelling errors
- Legibility issues

- Label creation, storage and application
- Replenishment and replacement of inks

- Labels
- Inkjet

Promoting a more environmentally friendly coding process

Minimises environmental costs

Eliminates adhesives, inks and siliconised substrates that are difficult to recycle.

Save natural resources

By eliminating the need for labels or inkjet inks, the demand for the raw materials required for their production is reduced.

Reduces toxic substances

Solvent-based inkjet inks contain volatile organic compounds (VOCs) and other toxic components.

Reduces emissions

Eliminates emissions generated during the production, transport and waste management of labels and consumables.

Improved energy efficiency

Laser printing is more energy-efficient, significantly reducing energy consumption during the process.

Improves recyclability

Cardboard printed with water-based inks is 100% recyclable.