

# Ticket to success

HSA equipment optimized a production line with 1000% increase in productivity

## CHALLENGE

Founded over 20 years ago, Ultra is a customer-focused innovative company, working in the printing and graphics industry and is the HSA distributor in Turkey.

Ultra's customer, one of the biggest label producers in Istanbul, recognized the Zebra ribbon printer they were using was outdated and couldn't keep up with demand. The system used was only able to print 1000 variable data pieces per hour.

The customer asked Ultra to compare the leading products on the market and identify a replacement to be installed on their Rotoflex label slitter, rewind & inspection machine.

The initial requirements were:

- Printing the variable data for parking and airline luggage tickets
- Self-adhesive labels 40 to 45 mm wide
- Print resolution 300 x 300 at 150 meters per min
- Data loading from Excel files
- High Reliability
- Compatible with evolving technologies
- Long term support



## SOLUTION

Ultra contacted HSA to create the necessary system.

HSA designed a custom system to meet the customer's needs; consisting of nine 12.7 mm single pen print heads controlled by three HSA CBF boards installed in an industrial PC.

The system is mounted directly on the Rotoflex with its own encoder and print sensor in one stand-alone efficient system, with no other hardware or software being needed.

The data for the customer is run directly from Excel files, supplied on a USB stick. The system is also supplied with Ethernet and RS232 communications making direct connection from central data sources available for the customer in the future.

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## RESULT

Comparing the 1000 variable data impressions per hour, from the old system, against the new system running at speeds up to 10000 per minute, the HSA ink jet installation has provided significant production growth, a job that used to take hours is now taking a few minutes to complete.

Also the savings and commercial success does not stop there because the HSA system consumables are significantly less expensive than the thermal ribbons used by the Zebra printers.



The customer adapted so easily to the flexibility, reliability and user friendliness of the new HSA system, it is also now being integrated for different uses with folding, slitting and collating machines.

The customer has different types of jobs, which include both vertical and horizontal variable data. With the new HSA system the customers scope for variable printing has been broadened to a possible maximum speed of 306 m/min (with a 150x300 DPI resolution) or the maximum resolution of 600x600 DPI (at 36 m/min).



## TECHNICAL INFO

1 x RPC - Rack style Printer controller

3 x HSAJET Controller Boards for HP

8 x HSAJET 1-pen Print heads for HP

Total print height 8 x 12.7 mm = 101.6 mm / 4"

## OUTPUT

150x300 DPI at 306 m/min

600x600 DPI at 36 m/min