



TRIDENT
AN ITW COMPANY
INDUSTRIAL INKJET

20+ Years experience with
Industrial Inkjet Printing



TRIDENT INDUSTRIAL INKJET RECEIVES PRESTIGIOUS GS1 STANDARDS SOLUTION PROVIDER CERTIFICATION FOR DEMONSTRATED SUPERIOR RELIABILITY IN INKJET PRINTING OF BARCODES

(September 5, 2012) Connecticut, USA. – Trident Industrial Inkjet (www.trident-itw.com) announces its achievement of the prestigious GS1 Standards Solution Certification for demonstrated reliability in the inkjet printing of high-quality barcodes.

GS1 (Global Standards 1) is a neutral, not-for-profit organization dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world and the organization has over 2 million members globally and member organizations in over 100 countries.

In becoming a GS1 Certified Solution Provider Trident has proven its detailed understanding of GS1 barcode quality requirements and has undergone rigorous tests to demonstrate that their impulse ink jet technology can produce high-quality symbols at high-speeds and in line with GS1 General Specifications.

Trident's impulse ink jet printhead employs a piezoelectric crystal that changes shape when an electric field is applied across it. This technology allows Trident to produce high-quality GS1 128 symbols encoded with variable information. The technology can help companies implement GS1 traceability solutions, reduce costs and fulfill customer requirements more efficiently.

In an increasingly regulated and complex world the demand for product information, by way of batch and serial numbers, expiry dates and unique product identification can be met through the use of barcode technology. Direct printing of barcodes onto outer packaging using digital inkjet printing is the most cost-effective method for printing with **up to 10x cost savings compared to labels**. However, the demand for more intelligent barcodes, encoding dates and other traceability information has placed constraints and pressures on traditional printing technologies.

"Trident is very proud to have achieved this prestigious GS1 certification," explained Des O'Neill, European Business Manager at Trident. "We are firmly committed to producing technologies capable of printing consistent, verifiable, readable and cost-effective GS1 barcodes. This certification will enable our OEM partners to deliver complete printing systems, employing Trident printheads and ink, to the end use market secure in the knowledge that these components have met strict GS1 criteria for superior bar code production."

GS1 Ireland was the GS1 organization member who carried out the certification in accordance with global standards. Commenting on the award, Mike Byrne, CEO GS1 Ireland said: "For GS1, as a neutral organization, it is very important to have a clearly defined, impartial mechanism for supporting the needs of our members to source GS1 enabled solutions. The GS1 Solution Provider Program, with its directory of participants and certified providers, is an ideal way to enable members to shortlist prospective suppliers. GS1 Ireland is pleased to recognize Trident as a GS1 Certified Solution Provider."



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If you have any questions / feedback regarding this announcement, please contact your Regional Trident Business Manager or Steve Liker, Sales and Marketing Manager, at extension 3037.



Solution Provider
Gold Certified Solution Member



Trident's European Business Manager, Des O'Neill, receives the GS1 Standards Solution Certificate from Mike Byrne, CEO of GS1 organizational member GS1 Ireland.



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