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Paperworld 2014



Andy Reiner and Pascal Regen, REINER's new export manager.



Sabine Ematinger and Gerald Binder of COLOP

REINER has further enhanced the convenience of its handheld inkjet printers. As Andy Reiner explained, the jetStamp graphic 940 and 970 inkjet machines now have wireless Bluetooth technology incorporated into them. In addition, they feature auto numbering of bar codes so that the user can generate and print new bar codes on the spot, an important benefit for warehouse staff. The company is also conducting a case study using the Android Smartphone as a means of storing and downloading additional imprints for the inkjet printers. This adaption would be particularly relevant in large warehouses, where employees often do not have time to make multiple trips to and from the main office. In other company news, Pascal Regen, the new Export Manager, was on hand to meet REINER's customers and prospects.

COLOP debuted a new Printer, the bestseller of its product line. Beside the sophisticated design, the most striking feature is the very large image window wrapping over the top of the stamp, providing ample room for personalization. Sabine Ematinger of the Marketing department said that by mid-2014, four sizes, Printers 10-40, can be ordered. Customers can use COLOP's software program, imagecard designer, to upload their own art for the stamp's imagecard. Another version for the B2B market—for office dealers and stamp manufacturers—will also be available. COLOP also introduced another new product at Paperworld, the Pocket Stamp PLUS. The stamp's unique design, with no removable cap, allows users to easily open and use the stamp with one hand. COLOP worked with a Viennese design firm to develop the stamp, which will be available later this year in seven colors. Sabine also provided a prolongation of the Special Edition 2013 stamp introduced at last year's Paperworld. They experienced a very positive response from the market, including customers creating special promotions in connection with Mother's Day and Women's Day. Due to the product's popularity, it will continue to be available in 2014.