

## NEW PRINTERS

Our products take coding and marking to new levels, and details of our two latest models are in this issue. See page 2.



## SERVICE FEEDBACK

Almost 200 of you have completed Service Feedback forms so far – find out inside how you rated us. See page 2.



## KNOW YOUR ASM

Do you know who your local Area Sales Manager is? Our handy map will help you find out. See page 4.





## WELCOME

This issue of Coder focuses on how we're building on our trusted reputation for customer service. You can help by filling in Service Feedback forms, plus find out how we're harnessing the expertise of the Institute of Customer Service. Thank you for reading.

Best wishes

**Bob Wood**, Customer Services Director

## YOUR FEEDBACK COUNTS

We'd like to offer our thanks to almost 200 of you who have taken the time and trouble to complete one of our Service Feedback Forms so far this year, helping us to build on our high quality customer service.

All of the forms have been read and analysed and we're delighted to say that the average satisfaction score across all areas was 9.2 out of 10.

The areas of customer service we ask for feedback on range from your initial enquiry to our Helpdesk, through to the punctuality of our Linx Service Engineer and of course how your issue was resolved.

We're constantly striving to further improve the service we offer to you. So based on this latest feedback we are already putting in place actions which will make the booking and scheduling of our service visits even better.

We hope that as a result you will see an improvement in this, but please do continue to tell us how we're doing, by completing the Service Feedback form after your next service visit.

Your feedback really is very valuable to us – help us to help you.

# RAISING THE STANDARDS YET AGAIN

Our latest machines are taking coding and marking to new levels.

The Linx 5900 is a CIJ printer with a number of first-in-class features for fast and reliable three-line coding, which also has the adaptability to be further upgraded as and when required, making your initial investment future-proof.

Choosing a Linx SL laser coder assures reliability, with longer laser tube life, less downtime and lower costs. The new 10W Linx SL102 and 30W SL302 laser coders combine versatility and quality coding, even on hard-to-mark materials.

Find out more at [www.linx.co.uk](http://www.linx.co.uk)



## Testimonial:

### PULLING OUT ALL THE STOPS

Contract packer Glowcroft Ltd of Needham Market, Suffolk, has secured extra work after we delivered and installed a printer within nine hours of their order.

The company contacted us at 9.30am and our engineers were on site within seven hours, with the Linx printer fully installed by 6.30pm!

The Linx printer is the third purchased by Glowcroft and was needed to print long and complicated batch codes and best before dates onto flexible packaging.

A delighted Steve Tarrant, MD of Glowcroft, explains: "We were at maximum capacity and we had an urgent requirement from a new customer who we didn't want to let down."



# ROCK SOLID KNOWLEDGE

**Linx is the ideal partner to ensure you're right up to date with new coding and marking regulations for the concrete industry.**

From 1 July 2013, CE marking became mandatory in the concrete products industry. The most economical solution is for the production details to be printed directly onto the strapping once the products are palletised. However pre-printed strap is more expensive and doesn't give the flexibility of changing the production date if necessary.

The market-leading Linx 7900 continuous ink jet printer using black ink is the ideal solution, with low cost of ownership among the key benefits.

The Linx 7900 provides a flexible and reliable coding solution and is supported by a wide range of inks for fast non-contact printing. And its Linx Insight® software allows operators to monitor and control the Linx 7900 through a web browser, either via a PC or a web-enabled Smartphone.



## KEEPING CLEAN

Linx printheads are the cleanest in the industry, thanks to our printers' automatic cleaning regimes.

But every now and then it may be necessary to give your printhead a thorough cleaning.

A Linx wash station is the ideal solution for effective printhead cleaning.

Designed to be robust, it securely fixes the printhead during cleaning, preventing accidental damage, and safely collects waste solvent in a 0.5 litre fluid bottle.

The wash station can be attached securely to Linx's bolt-on or free-standing gantry poles, meaning cleaning can take place either on the line or away from it.

Linx printhead wash stations can be ordered via [sales@linx.co.uk](mailto:sales@linx.co.uk) or by calling us on 01480 302128.



## NIGEL TAKES THE HELM

We welcome our new Managing Director Nigel Hood who joins us from Hach in the US. Nigel says: "I'm excited about the challenge of building on a strong track record of global growth at the forefront of coding and marking innovation."

## THE IMPORTANCE OF PARTNERSHIP

Working effectively with partners is a crucial part of what we do. That's why we sponsored the 'Partnership Of The Year' category at the PPMA Group Industry Awards this year, which was won by Mettler-Toledo Safeline Ltd, and TNA Europe Ltd.



Charles Randon, Senior Product Manager, Linx Printing Technologies (second from left) presented the Partnership of the Year trophy to the Mettler-Toledo Safeline and TNA Europe teams, along with awards hosts Paul Ross and Amy Garcia (photograph courtesy of the PPMA).

## SERVICE TIPS

### KEEPING TO SCHEDULE

We pride ourselves in having the most reliable coding equipment on the market, which is why all our printers have a service interval schedule to ensure they continue to give customers the quality of performance expected from a Linx printer.

When a Linx engineer attends your site, they'll complete a 25-point procedure which fully services both the printer's internal ink system as well as recalibrating vital electronic components.

To book your printer's scheduled maintenance, contact our Help Desk on 01480 302600. We also have a range of service contracts to help you budget for the cost.

# People profile

## Meet The Team

If you're seeking help and advice on how to make the best of your Linx equipment or on a new coding requirement, look no further than your local Linx Area Sales Manager.

Every member of the Linx team has the market knowledge and technical experience to tailor a solution to your needs, and is on hand from the initial enquiry to final installation to ensure everything runs as smoothly as possible.

For an initial discussion or for any questions you might have about your existing Linx equipment, your local contact will be pleased to hear from you.



## ICS MEMBERSHIP ENSURES SERVICE EXCELLENCE

To underline our commitment to giving you great service, we've joined the Institute of Customer Service (ICS), which is the independent, professional membership body for customer service.

This means we'll now be working towards continual improvement in our customer service offering, measured against ICS benchmarking and accreditation services.

We recognise that as well as producing high quality products, customer service excellence is central to satisfying and keeping our customers.

Our decision to join ICS emphasises our commitment to delivering first class customer service, and is in recognition of the Institute as a centre of customer service excellence.

We'll also share what we learn through this process with our distributor partners,

helping enhance our customers' experiences across the world.



### Service

For technical assistance or to book a service visit, call our Helpdesk on 01480 302600 or email us at [ukservice@linx.co.uk](mailto:ukservice@linx.co.uk).

The Helpdesk is open 8.00am to 5.00pm Mondays to Fridays.

### Sales

For sales enquiries for new equipment and accessories, call 01480 302603.

To order fluids, consumables and spare parts, call 01480 302128, or email us at [sales@linx.co.uk](mailto:sales@linx.co.uk).

Lines are open 8.00am to 5.00pm Mondays to Fridays.

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