



# **Automated Print & Apply: Choosing the Right Print Engine**

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## **Automated Print & Apply: Choosing the Right Print Engine**

Selecting an automated print and apply system can be a daunting task, especially when it's a company's first foray into automated labeling. One of the key components of a print and apply system is the print engine itself. As the name implies, the print engine is the component that performs the printing function. However, it also does much more. The print engine also receives and processes the data, pulls the labels off the main label roll, senses the label length, peels the label from the liner and feeds the label to the application device. The print engine is a complex piece of machinery in itself and selection of the print engine brand and model should not be taken lightly. There are numerous specifications to consider, such as print speed, thermal transfer vs. direct thermal printing and print resolution just to name a few. There are also other factors, often overlooked, that should be seriously considered during the print engine selection process.

### **Serviceability**

Whether a company will perform printer service in-house or depend upon a local service provider, the overall serviceability of the print engine is an important consideration. Just like a vehicle engine, there are many elements of the print engine that require scheduled cleaning, maintenance and, in some cases, replacement of key components such as the thermal printhead or the platen roller. If these items are difficult to replace, or if areas of the printer are not readily accessible for cleaning, the result can be poor print quality, frustrated users and production line downtime. Print quality is dependant upon a number of factors, not the least of which is a clean printhead and acceptable platen roller. These items should be easily accessible for cleaning, and replacement should be relatively quick and simple. Many newer print engines offer tool-less printhead replacement and quick-change platen rollers; features that make servicing these critical parts easy and help minimize maintenance downtime.

When more in-depth service work is required, it's important the print engine can be easily removed from the applicator. This type of removable print engine is often



referred to as an “OEM print engine”. Easy removal of the print engine provides two important benefits. First, the printer can be easily bench serviced with access to all critical areas. Second, if necessary, a spare print engine can be quickly installed into the applicator to keep production running while the original print engine is serviced. Then, to ensure service can be done in a timely manner, it’s important that access to key internal components is relatively simple and that most components can be accessed without the need to disassemble other areas of the printer. Ask your vendor’s service personnel for their experience with different print engine models and have a look inside the printer’s main housing to see if the component layout is conducive to service.

### **Connectivity**

What does this mean? Simply put, does the printer offer the data communication interface option required by the application? Nearly every printer will have a rich list of available interface options. However, the vast majority of applications will utilize a single communication interface, so be sure to only pay for what is needed. A very handy feature is easily removable communication interface cards, often called “plug-in” style interface ports. This allows for quick interface board changes in the event of a communication style change or from damage to the interface from static, for example. If the interface port is an integral part of the printer’s main logic board, considerable downtime would be required to replace that main board if the interface port is damaged for any reason. With replaceable or “plug-in” style interface boards, the replacement is quick and easy.

### **Commitment**

Print engines used in automated print apply applications are vastly different “animals” when compared to traditional desktop label printers. Desktop printers generally see either relatively low volume label production or they see bursts of heavy volume followed by long periods of idle time. Also, they are generally in an office or other



protected environment. Print and apply print engines, on the other hand, see long periods of continuous production - up to 24 hours a day, seven days a week – directly in the production environment.

With this level of rigorous use, it's critically important for the selected print engine to have a fully committed design, development and support team in place as well as a long standing history of success and reliability in the market. Is your selected printer manufacturer's print engine business a primary line of business for the company, or is it merely an ancillary product line that receives little attention and lackluster support? While this may not seem like an important question today, the importance will be seen the first time manufacturer assistance is required.

### **Usability**

A printer's usability for the people operating the printer is probably the most overlooked aspect during print engine selection. However, it's probably one of the most important. The printer doesn't just sit there once purchased. It gets used by people; people that need to interact with the printer on a regular basis. Labels need to be fed into the printer, ribbon needs to be changed and settings may need to be adjusted from time-to-time for various conditions.

The greatest downtime for a printer applicator is the normal changing of labels and ribbon. Therefore, this process should be as quick and intuitive as possible for the operator. If done quickly and correctly, system uptime can be maximized. During the print engine selection process, try loading ribbons and labels to determine the ease with which this process can be done, paying particular attention to ways in which it might be done incorrectly. The process should be extremely intuitive with little or no learning curve.



The human-machine interface (HMI) should also be relatively intuitive. Ensure operation buttons are large and LCD screens are clear and easy to read. User menus should be structured into hierarchies and divided by function. For example, a user menu should contain only the necessary functions that an operator may need to access on a daily basis. One-time settings should be in a separate menu, as should service related items. If an operator has to scroll through large menu listings of unrelated items, the chances for operational setting errors and associated downtime are increased.

### **To Match or not to Match**

Matching should be reserved for curtains and bedspreads or shoes and belts, but is not necessarily a good thing when it comes to selecting a print and apply print engine. Just because a particular brand of desktop thermal printer is already in use within an organization, it should not be the driving factor in determining the brand of print engine selected for an automated print and apply application. If a company has a fleet of Freightliner trucks for long distance hauling and decides to get involved in local deliveries, Freightliner is probably not the best choice for local delivery truck. Just like in the truck example, the use environment, duty cycles and needs for a print apply print engine are vastly different from those of a desktop thermal printer. Companies need to understand the differences in the application requirements and usage environments so they may select the best print engine manufacturer for the given application.

During the print and apply selection process, companies need to carefully consider the brand and model of print engine to specify, paying particular attention to the factors listed above, which may not be found on a printer's specifications page. The technical specifications are, quite frankly, of no use if the printer isn't operating. Adding the above criteria to the print engine selection process will ensure companies specify a print engine that meets not only the technical requirements of the application but also meets the operational needs of the organization.



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