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**optimal solutions**  
for marking & coding technology





# RIGHT SOLUTIONS AT THE RIGHT PRICE

BHAVMARK SYSTEMS PVT. LTD. (BSPL) has come a long way since its inception and moved to Market Leadership because of Clear goals, unwavering spirit and support from clients & staff.

BSPL is dedicated, well outfitted to provide variable printing equipments (contact & contact-free industrial marking & coding), supplies and services. We design & manufacture the contact coding product range as well. It also allows for easy adaptability with master packing machines.

We have been changing the approach, altering the methods, modifying the products to understand the consumers' landscape and allow us to better serve them by having true first-hand knowledge of their requirements.

The Research & Development wing is empowered with think tank of the industry to continuously develop, improve and increase the range of coders which reduces the running & maintenance cost and overcomes problems and short comings.

BSPL's extensive association with overseas connoisseurs in printing technology like HITACHI, REA JET and FOTONICA have been successful in facilitating tomorrow's technology in India today.

- With BSPL products, you can print texts, linear barcodes, Data Matrix codes, logos, product information, best-before dates, batch numbers, data for tracking and quality assurance.
- Technology with excellent flexibility and variable implementation for the day-to-day needs of a demanding production environment.
- Offering our product line successfully nationwide for the last 11 years.

[www.bhavmark.com](http://www.bhavmark.com)

Service support is provided by our well versed network spread across nation.





## Applications

### Pharma | Food | Beverages | Wire | Cosmetics

Industry – At Bhavmark, we take pride to introduce and develop products that work effectively in the industry. This is a meticulous procedure and we select the most appropriate solution and provide you with a complete range of sales services and support packages.

Technology – Our coding and printing technologies are set according to International standard which helps us to achieve quality and reliability. Our aim is to continuously develop core technologies essential for products which enhance the levels of reliability and performance.

Product – Our product range of Ink Jet and Laser printers have the capability to print high quality variable codes onto a wide variety of subjects and at the same time the outer case coding range offers flexible and robust solutions for secondary packaging applications.

## HITACHI

### Our Valuable Clients

#### Cosmetics & Perfumeries

Reckitt Benkiser  
VVF Ltd.  
Blossom Kochar Beauty Prod Pvt.Ltd  
Cavin Care (Cavinkare Research Centre)  
Zydus Wellness  
JVJ Perfumes Pvt.Ltd

#### Pharma

Zydus Cadilla  
Ajanta Pharma Ltd.  
Watson Pharma Pvt.Ltd  
Scott Edil Advance Research Lab  
IPAC Laboratories Ltd.  
Midas Care Pharmaceuticals Pvt.Ltd  
Glad Pharma Ltd.

#### Steel

Thyssenkrupp Electrical Steel India Pvt.Ltd  
BHEL( Bharat Heavy Electricals Ltd.)  
Jhonson Matthey india Pvt.Ltd  
TATA Jhonson Controls Auto Ltd.

#### OEM

ACG Inseption Systems Pvt.Ltd  
Propix Technologies Pvt.Ltd  
Nichrome India Ltd.  
Wraptech Machines Pvt.Ltd  
Elmach Packages India Pvt.Ltd  
Aseptic technology Inc  
Maple Gourment Industries pvt.Ltd  
Shubham Automations Pvt.Ltd  
Pace Packaging Machines

## REA JET

#### Diary

Indore Sahakari Dudgh Sangh Maryadt  
Ujjain Sahakari Dudgh Sangh Maryadt  
Bhopal Sahakari Dudgh Sangh Maryadt  
Jabalpur Sahakari Dudgh Sangh Maryadt  
Shree Warna Diary  
Vijay Kant Diary & Food Products Pvt.Ltd

#### Food

Moginis (Moginis Food Pvt.Ltd)  
Gits Food Product Pvt.Ltd  
Real Namkeen (Laxmi Snacks Pvt.Ltd)  
Capital Foods Ltd.  
Lehejjat Tea  
Jivraj Tea Ltd.

#### Pipe

Kissan Mouldings Ltd.  
Astral polytechnik Ltd.  
Netafim Irrigation India Pvt.Ltd  
Shan Group of Industries

#### Spice

MDH (Mahashian Di Hatti)  
Himadri Foods Pvt.Ltd  
Blue Bird Foods India Pvt.Ltd

#### Engineering

SKF India Ltd.  
NBC Bearings Ltd.

#### Alcoholic & Non Alcoholic Beverages

Prabhat Diary Pvt.Ltd  
Deejay Distillaries Pvt.Ltd  
Dynamic Beverages Pvt.Ltd

#### Wood & Rubber Industry

Green Ply Industries Ltd.  
Bridgestone India Pvt. Ltd.  
ATG (Alliance Tyre Group)  
Good Year India Ltd.

#### Wires & cables

RPG Cables  
RR Kabel Ltd.  
Rolliflex Industries Ltd.

#### Electronics

Nokia india Pvt.Ltd  
Seimens Ltd.

#### Seeds

Vikram Seeds Pvt.Ltd  
Sarpan Hybrid Seeds Co.Pvt.Ltd

# Hitachi Industrial Equipment systems Co. Ltd.

## Corporate Philosophy

“Based on the founding concepts of 'harmony,' 'sincerity,' and 'pioneering spirit,' Hitachi Industrial Equipment Systems Co., Ltd. has made it the basic principle to operate business directly linked to our customers with integrated services, sales, and manufacturing, and is determined to contribute to the progress and development of our society through high-quality products and services.

In being deeply aware that a corporation is a member of society, we contribute to a truly affluent society by continuing and developing our business through environmental harmony and proactive social contribution.”

With this corporate philosophy, we will do our best through our business operations to advance forward in leaps and bounds.

## Management Vision

In April 2002, Hitachi Industrial Equipment Systems Co., Ltd. was divided and established as a company inheriting the motor business from Hitachi, Ltd., the original business of the parent company. From that time Hitachi Industrial Equipment Systems Co., Ltd. has been in charge of industrial electric equipment amongst the Hitachi Group, a group covering diversified areas. Since that time, in taking advantage of being a member of the Hitachi Equipments Group, Hitachi Industrial Equipment Systems Co., Ltd. has operated as the only company in Japan that can provide all equipment, services and solutions for various applications including those for industrial and social infrastructures.

To this end, we will continue to better ourselves and do our best efforts so that we can play a central role in leading and innovating the industrial electric equipment segment.



# IJ Printer Selection Guide

HITACHI



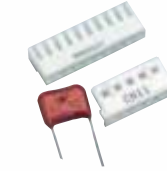
Large Small Characters  
PXR-D



Small Characters  
PXR-D/RX-SD



PXR-P



Micro Characters  
PXR-D



High-Speed Printing  
PXR-H



Pigmented Ink  
PXR-P



## Product Lineups



PXR-D 440 W  
Micro Characters



PXR-H 450 W  
High-Speed Printing



PXR-P 460 W  
For Pigmented Ink



RX-SD 160 W  
Ink Jet Printer  
Standard Model



PXR-D 410 W  
Fast dry and high  
adhesion inks

Ink Jet Printer  
**RX Series**  
 Standard Model

### User Friendly Operation

#### Easy Operation & Maintenance.

Equipment improvements in the cabinet design allows for easier access to circulation and electrical cabinets for more efficient field installations and routine preventive maintenance.

#### Increase in the number of registered print data

The data memory is expanded to a maximum of 20,000 types and a group management function is also provided.

#### Liquid crystal touch-panel display

A 10.4 inch large-sized liquid crystal touch-panel display is installed.

#### Improved maintenance

Ink and filter replacement can be easily executed by opening circulation cabinet front panel.

#### USB memory-compatible

"Print data" can be easily backed up using commonly available USB memory.

#### Control via Ethernet



### Eco - Friendly Ink

Hitachi is Committed to protecting our environment by providing products that are Eco- Friendly.

Fluids free of, chrome-complex dye and also ethanol based inks are available for general purpose applications.

### Standard Specifications

Model	RX-SD160W	
Nozzle size	65µm	
Max. print line number	Up to 2 Lines (option: Up to 4 Lines)	
Maximum number of print characters (each line)	Up to 120 Characters (option: Up to 1,000 characters)	
	<b>Standard</b>	<b>Option</b>
4x5	-	Up to 4
5x5	1-2	Up to 4
5x7 (8), 9 x7 (8)	1-2	Up to 4
7x10	1-2	Up to 3
11x11	1	Up to 2 (chinese only)
10x12	1	Up to 2
12x16	1	Up to 2
18x24	-	1
24x32	-	1
Character height	0.08-0.39inches/2-10mm	
Maximum print rate (characters / s) (Font 5 × 5, space 1, 1 line)	Upto 1,256 (option: up to 2,513)	
Bar Code Printing	Code39, ITF, NW-7, EAN-13, EAN-8, UPC-A, UPC-E, code 128/EAN-128	
2D code Printing	Option:data matrix (alphabet:49 characters / numbers: 98 characters), QR code	
Message storage capacity	48 messages (option: Up to 2,000 messages (depends on data content)	
Data interface	RS-232Cat baud rates selectable up to 115,200dps (optio: Ethernet)	
Environmental Protection	Ip55	
Display & Input Device	WYSIWYG design: display: TFT LCD (10.4" color), back light provided: input device: touch panel, input sound provided	
Screen Language 2 Language selectable	English, Thai, Vietnamese, German, French, Dutch, Italian, Spanish, Portuguese, Swedish, Danish, Greek, Russian, Czech, Polish, Arabic, Serbain, Turkish, Hungarian, Bulgarian, Catalan available. Option: chinese, korean	
Standard characters	Alphanumeric (A-A, a-z,0-9), symbols (27), space: total 90	
User pattern	Each dot matrix 200 patterns	
Print functions	Calendar, Count, Font mixture, Passwords security, etc.	
Input Signal	Print target detection, Printing stop, Rotary encoder pulse, Reciprocatve printing, Remote control (Run, Stop, High-Voltage ON/OFF, Reset), (NPN/PNP selectable)	
Output signal	Print in progress or print complete, Online (NPN/PNP Selectable), Print ready, Fault warning (NPN Only)	
External memory	USB for user data storage	
Head cable length /angle	13.1ft/4m (inline/90 degrees)	
Operating temperature range	32-113°F/0-45°C(JP-K69 Ink)	
Humidity Range	30-90% R.H. (no condensation)	
Power supply (automatic voltage selection)	AC100-120/220-240V±10% 50/60Hz 150VA (AC Inlet)	
Approval	CE, UL, cUL, C-Tick, FCC, ICES	
Overall size (W x D x H)	15.7x13.4x18.9 inches/400x340x480mm	
Approximate weight	55lbs/25kg	

# Hitachi IJ Printer PXR Series

HIGH SPEED, NON CONTACT, CLEAR & FLEXIBLE PRINTING

## Reliable | Simple | Precise

“**Reliable**” (Reliability backed with long history and experience)

“**Precise**” (Accurate and precision printing even at high-speed)

“**Simple**” (Touch panel operation and easy maintenance) non-contact coding & marking system that prints variable product information like B. No., Mfg. Dt., etc... directly on virtually any surface from paper to glass (including Metals, Plastics, Rubbers, Laminates, etc...)



## VARIOUS INK TYPES AND COLOR INKS

- HITACHI IJP can provide various ink types and colors to meet all customer requirements.
- Ink Colors : Red, Green, Blue and Yellow.
- Special Ink Types : Ethanol Based Ink, Chrome-complex Dye Free Ink, UV Curable Ink, Alkali-soluble Ink, UV Readable Ink, Heat Resistance Ink, Thermochromic Ink, etc.



## Standard Specifications

Model	PXR P (Pigmented Ink)	PXR H (High Speed)
Nozzle size	65µm	55µm
Max. print line number	Up to 4 Lines	
Maximum number of print characters (each line)	1 Line: Up to 240 characters 3 Line: Up to 80 characters	2 Line: Up to 120 characters 4 Line: Up to 60 characters
Dot matrix (horizontal × vertical)	1-4 Line: 5x5,5x8(or5x7),9x8(or 9x7) 1-3 Line: 7x10 1-2 Line: 12x16 1Line : 18x24, 24x32	1-4 Line: 5x8(or5x7),9x8(or 9x7) 1-3 Line: 5x5 1-2 Line: 7x10 1Line : 12x16
Character height	0.08-0.39 inches/2-10mm	0.08-0.26 inches/2-6.5mm
Display & input device	Display: TFT LCD (10.4 inch, color), back light provided Input Device: Touch panel	
Screen language 2 language selectable:	English, chinese,Korean, Thai, Vietnamese, German, French, Dutch, Italian, Spanish, Portuguese, Swedish, Danish, Greek, Russian, Czech, Polish, Arabic, Serbain, Turkish, Hungarian and Bulgarian available	
Maximum print rate (characters / s) (Font 5 × 5, space 1, 1 line)	Up to 2,083	Up to 3,173
Standard characters	Alphanumeric (A-Z,a-z, 0-9), symbols (27) space : Total 90	
Number of user pattern registration	Up to 128	Each dot matrix 128 patterns
Print functions	Calendar, Counter, Message storage (150 messages), Font mixture, Passwords security, Bar codes (Code 39, ITF, NW-7, EAN 13/UPC-A, Code 128 / EAN128),Data Matrix 2-D code (Alphabet: 49 characters, Numerals: 98 characters), Encoder Function, Reciprocation printing, etc.	Calendar, Counter, Message storage (150 messages), Font mixture, Passwords security, Bar codes (Code 39, ITF, NW-7, EAN 13/UPC-A, Code 128 / EAN128), Encoder Function, Reciprocation printing, etc.
Input signal	Print target detection, Printing stop, Reciprocativ printing, Rotary encoder pulse	
Output signal	Print ready, Fault, Warning, Print in progress or Print completed, Online	Print ready, Fault, Warning, Print in progress or Print end, Online
Serial interface	RS-232C	RS-232C at baud rates selectable up to 38.4 kbps
<b>General Specifications</b>		
Operating temperature range	32-104°F/ 0-40°C(JP-W73Ink)	32-104°F/ 0-40°C(JP-k67, k69 Ink)
Humidity range	30-90% R.H.(no condensation) Note: When humidity is more than 85% RH, please purge inside of print head by air.	
Power supply (Automatic voltage selection)	Print head cable length	13.1 ft/4m
Approval	Overall size (Width x Depth x Height)	
Air supply	15.7 x 12.4 x 20.3 inches 400 x 315 x 515 mm	
	55 lbs / 25 kg	

# REA JET

Rea Elektronik GmbH

Teichwiesenstrasse  
164367 Muehlal  
Germany

## REA Description-Clear and Brief

- Founded 1982
- Continuous company growth since foundation
- Currently more than 200 employees
- Development, production & assembling, service & sales at headquarter in Germany, Muhtal
- Currently 4 business segments consolidated under the roof of REA Systeme (Holding)

**“Industrial coding and marking solutions-made in Germany” - We feel bound by this standard.**

The Company headquarter of REA Elektronik GmbH, 30km south of Frankfurt am Main



[www.rea-jet.com](http://www.rea-jet.com)

## Coding solutions by REA JET – Overview

REA JET offers a complete range of products

REA JET



Large Character  
Ink Jet Printer



High Resolution  
Ink Jet Printer



Spray Technology



Inks & Consumables

- Installation of the first Large Character systems 20 years ago
- REA JET is a synonym for rugged contact free coding technology
- Many branch solutions, tailored to the specific needs
- Representations and distributors in more than 40 countries
- Permanent advancement and extension of portfolio
- Advantage to the customer: the whole process chain in one hand:

1. Coding technology (Hardware, Software, Engineering)
2. Branch specific know-how (Business Development)
3. Consumables (more than 300 different types of ink)
4. Sales and service

- One single contact for the customer
- Availability of technology & parts for many years
- Long-term strategy; security of investment for our distribution
- Partners and Customers



REA VERIFIER



REAJET ST



REAJET RPS



REAJET HR

# The Coding and Marking System based on HP-Print Technology

The most innovative coding system of its class

## “What you should know about the New REA-JET HR”



### Practical Handling

- Easily accessible USB connection (e.g. for transferring print data or to update the equipment)
- Single orientation plug connectors
- Universal attachment options

Your Advantages: Uncomplicated and safe installation and start-up.

### Key points for equipment manufacturers (OEM)

- Ethernet Connection Port is standard
- The REA JET HR has 6 digital inputs and 4 digital outputs
- The four digital outputs supply 24V DC with max. 250 mA each
- The system is based on the Unicode character set - the most state-specific character sets demanded worldwide are thus already installed as standard

Your Advantages: Simple, Fast and Economical integration.

### Simple and intuitive operation

- High-contrast, full-colour graphics display with a diagonal of approx. 14.4 cm(5.7”) with high brightness
- Jog dial as the central operating element
- Graphical user interface
- Direct assistance for every function over a separate “Help” key

Your Advantages: Enables fast learning of the operation, reduced training periods, avoidance of operator errors.



The Controller



Cardboard Box coding using DataMatrix Code



Barcode marking of paperboards



Coding of non-woven fabric



Coding of plastic profile plates

### Robust Industrial Construction

- Sturdy Stainless Steel Housing
- Environmental Class Ip65
- All plug-in connections with protective caps
- Compact Design

Your Advantages: High Plant Availability, Reliability and longevity.

# The flexible, reliable, easy to use Large Character Ink Jet Printer

## The Standard in its Class: Large Character Ink Jet Printer (DOD)

The modular coding and marking systems for texts, dates or logos are available in printing heights up to 140 mm for each print head. The resolution meets the requirements of virtually all industrial applications for marking and coding.

These Large Character Systems, with 7-, 16- or 32- nozzles print heads are easy to use, robust and due to the modular construction of the system components, highly flexible.

### Applications:

- Absorbent and non-absorbent surfaces such as paper, cardboard, metal, glass, ceramics, stone, wood, plastic, rubber, foils, carpet, textiles, non-woven fabric, organic surfaces etc.
- Under extreme environmental conditions such as dust, humidity, vibration and temperature fluctuations

### Advantages:

- REA’s patented swivel-armature technology: robust and reliable
- Sparing use of consumables suitable for pigmented and non-pigmented inks
- Products speeds up to 300 m/min.
- Ip65 protection class
- REA Plug & Print technology (high system availability and process reliability via quick change system for module components)
- REA purge & clean technology (rapid cleaning of the print head at the press of a button)
- REA DSC technology (dot-size control, freely adjustable drop size economical use of consumables)





# Why Laser Coding?



## Environment Friendly

Laser coding offers the marking technology more friendly with the environment. As it interacts directly with the product, it does not add any chemical to the process.



## No Consumables Maintenance Free

Laser coding does not require any type of consumables or solvents. In addition, laser coding requires virtually no maintenance.



## Indelible

Laser marking is durable and indelible. It attacks directly the product to provide the best solution with the traceability.



## Fast

Laser marking can code more than 120,000 products/hour with line speeds in excess of 300 m/min.

[fotonicalaser.com](http://fotonicalaser.com)



## Fotonica Laser Systems

Fotonica Laser Systems.S.L. Artesanos, 18 nave 3 28660 Boadilla-Madrid-Spain



Fotonica is a technology based company. Our detailed knowledge of laser technology allow us to innovate to develop new applications or to improve the existing ones. In addition to our standard product range, we can propose customized applications. We use lasers from every available technology: CO2, fiber, Nd: AYG, vanadate and diode.

### Technology Leadership

Our vector marking technology is the most advanced in the market. We can mark more than **1,20,000** products/hour with line speeds in excess of 300 m/min.

### Experience

Our products have been tested in a wide variety of industries and applications: from the aerospace industry to the most advanced medical applications. Our customers rely on millions of hours of experience of our installed base. In addition, we offer an efficient after-sales service based on replacement of the system.

### Applications

Fotonica provides laser coding and marking solutions in a large range of sectors: Food and Beverage, Graphic Arts, Automotive industry, Electronics and Electric material, Pharmaceutical and Cosmetics, Wood industry, Medical applications, Textile industry, Publicity and Trophies, etc.

### Products

From high performance coding systems (Itaca and Altair product range) to marking workstations (Marker) and custom-made solutions.

# ITACA

The Next Generation

SERIES LASER PRINTERS

## Compact Range

Our Itaca family is equipped with CO2 lasers with output powers of 20 and 30 W, special versions to mark on PET, axial or perpendicular output beam. basic systems for simple applications and the most advanced performance to reach marking speeds of more than 80.000 products/hour.

## The Best Quality

From the optical and electronic design, everything has been designed to offer a robust and reliable solution. In the Itaca family, the lifetime of every component (longer than 30.000 hours), the IP54 protection and a control system based on a real time operating system guarantee a reliable and precise operation during years.

## Software

The control software Itaca Code is the easiest to use in the market, but it can also be configured to adapt it to the special needs of our customers. In the standard version, you can mark 3 lines of text or a combination of text, graphics and barcodes.



## Exceptional Connectivity

Itaca offers a superb connectivity:

- Control via Ethernet
- WiFi
- USB port
- SVGA monitor output
- RS-232 control / included 8.4" touchscreen.

# ALTAIR

The Next Generation

SERIES LASER PRINTERS



## The Fastest coding system in the market

Our advanced control system and a new generation of galvanometers are the key elements to propose the fastest laser coding systems in the market: more than 120,000 products/hour (with 2 lines of 8 characters) and line speeds in excess of 300 m/min.

## The Widest Product Range

We propose coding systems with CO2 laser (30-150 W) including versions for PET marking and fiber laser (10-50 W) with this product range we can mark on almost any surface at any production speed.

Systems are built in 2 parts: a small size marking head and a control unit with touchscreen that includes the electronics and power supplies.

In addition, all the CO2 laser based systems can be proposed with ip65 enclosure for the MOST stringent applications (very dusty or high temperature environment).



## The Easiest to use software

Like in every Fotonica Laser system, we have developed a control software that is very easy to use so that any user can start working with the system with very little training in an intuitive way.

We can also propose a complete marking editor for the most complicated and demanding jobs.

All of our systems can be controlled via Ethernet from a main server.