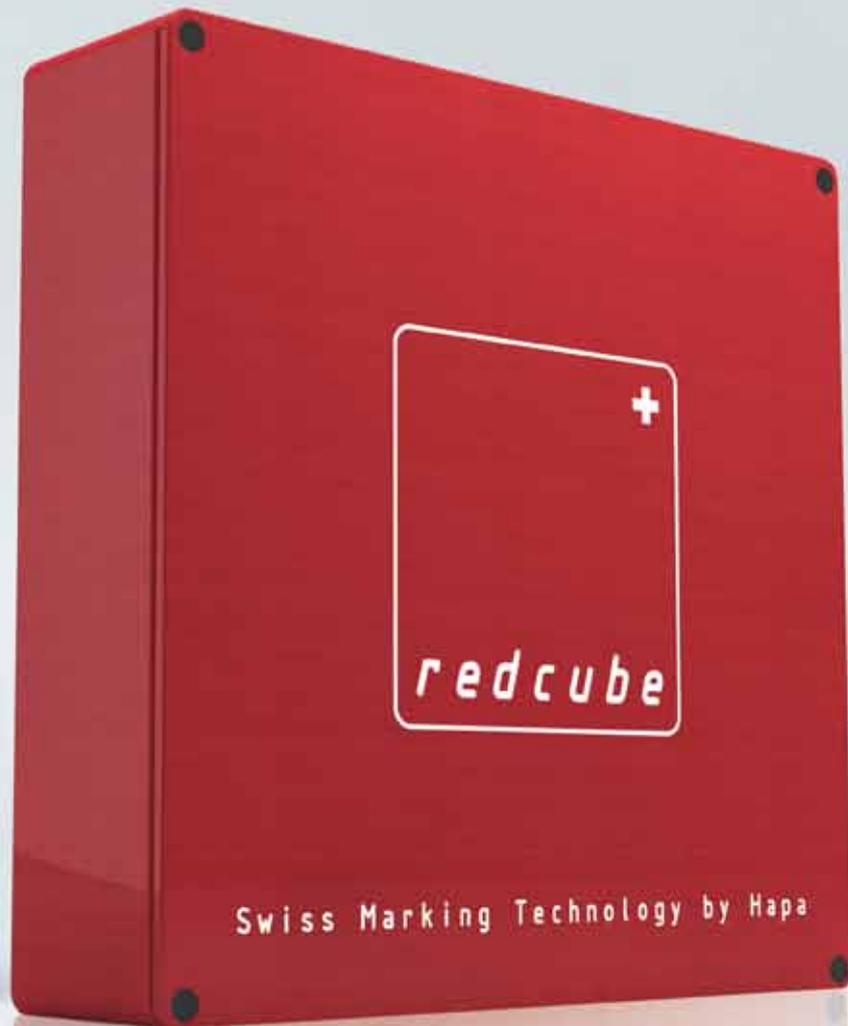
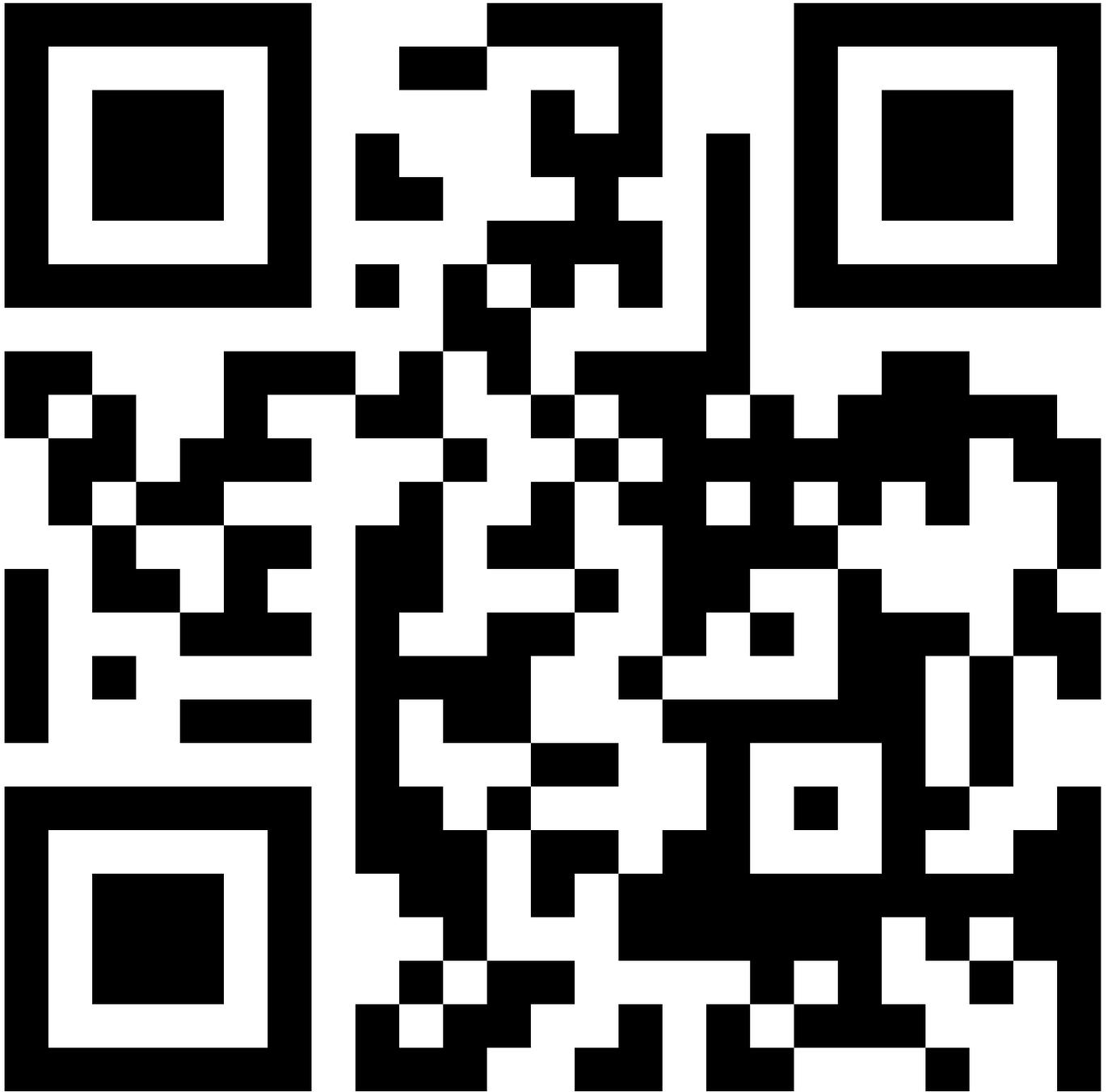


Create the **difference.**





# New market **standards...**

## Anti-Counterfeiting

### **FDA Announces New Measures to Protect Americans from Counterfeit Drugs**

«The U.S. Food and Drug Administration (FDA) today announced new steps to strengthen existing protections against the growing problem of counterfeit drugs. The measures, which were recommended in a report released today by the agency's Counterfeit Drug Task Force, emphasize certain regulatory actions and the use of new technologies for safeguarding the integrity of the U.S. drug supply.»

(FDA News Release)

## Track & Trace

### **Drugmakers Looking for Track-and-Trace Across the Supply Chain**

«The buzz around serialization and track-and-trace in the pharmaceutical industry has largely been focused on protecting the downstream supply chain, but companies are increasingly looking at the business benefits upstream as well.»

(Phil Taylor, SecuringPharma)

## Serialization

### **Europe Shows the Way to Pharmaceutical Serialization**

«Through government regulations and/or standards organizations, Europe is out in front when it comes to serialization in pharmaceutical and medical device packaging applications.»

(Posted by Healthcare Packaging)

... require **new standards** in marking



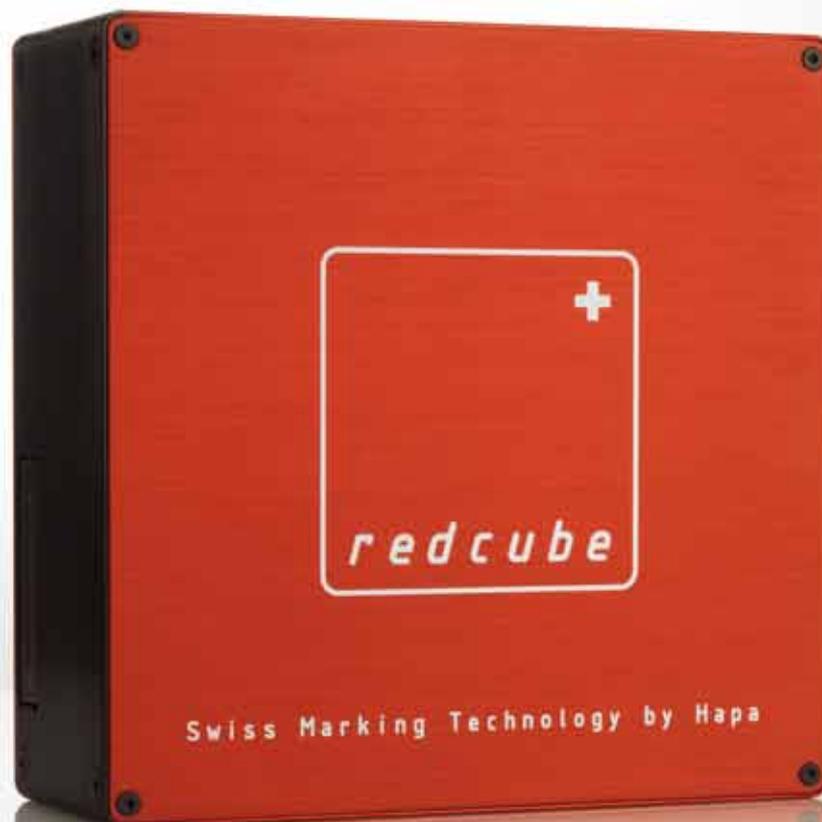
Sometimes we just need a  
**change in perspective!**

Simple is as simple does. Knowing the best thing to do: it's a gut feeling. You recognize when you're onto a good thing. Follow it. Moving from intuition to fruition means crafting the right idea into a winning outcome. With the proper tools, the results will be valuable and long-lasting, producing results you can use. When the right idea is in the right place, it's a fit. It keeps you moving forward with freedom and assurance.

Coming up with ideas is simple. Finding **the right one** is the challenge.

# redcube

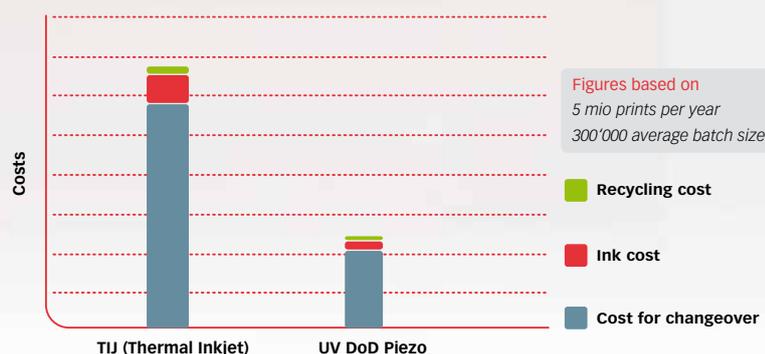
crafting the difference



redcube is Hapa's compact UV Drop on Demand Piezo inkjet printer for high-end marking. The system can be configured to meet the conditions of any given production process and is easily integrated into any packaging system. Codes, texts and graphics of photographic quality are printed in a single pass with solvent-free UV curing inks on a wide range of substrates, lacquered or non-lacquered.

Realize marking and barcode printing as well as Track & Trace, serialization and other anti-counterfeiting measures, effortlessly. The redcube delivers flexibility. It is easy to install, economical to maintain and efficient to operate. Running cost levels are a fraction of traditional coding solutions, making the redcube a highly cost effective investment in compliance and product authentication.

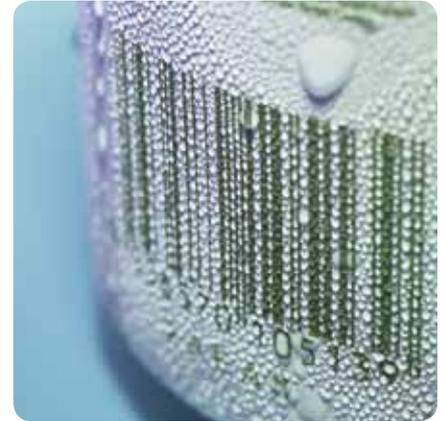
## Running costs



The redcube achieves higher contrast results compared to alternative marking methods such as TII. High contrast, pre-lacquering of substrates isn't necessary.



**Don't blame the camera!**  
It could be the print.



The print media can be hot, cold, rough, smooth, delicate, sturdy, porous, non-porous, rigid or flexible.

And what is applied stays, robust and **resilient to moisture** and temperature changes.

## ...with **quality**

### Full Graphic Printing

Repeatable, highest quality print of text, code and graphics, as well as full product presentations. Realize pack personalization and individualization of products in brand-quality print.

### Highest Barcode Grading

Precise, consistent high-contrast marking of variable data and GS1 compliant codes even at top production speeds.

### Verifiable Effectiveness

1st print is a good print.  
Reliability and uniformity of print results saves time and cuts waste during the production processes and throughout the supply chain. More uptime means improved OEE.

# ... reliability

One simple requirement –  
**only the best**



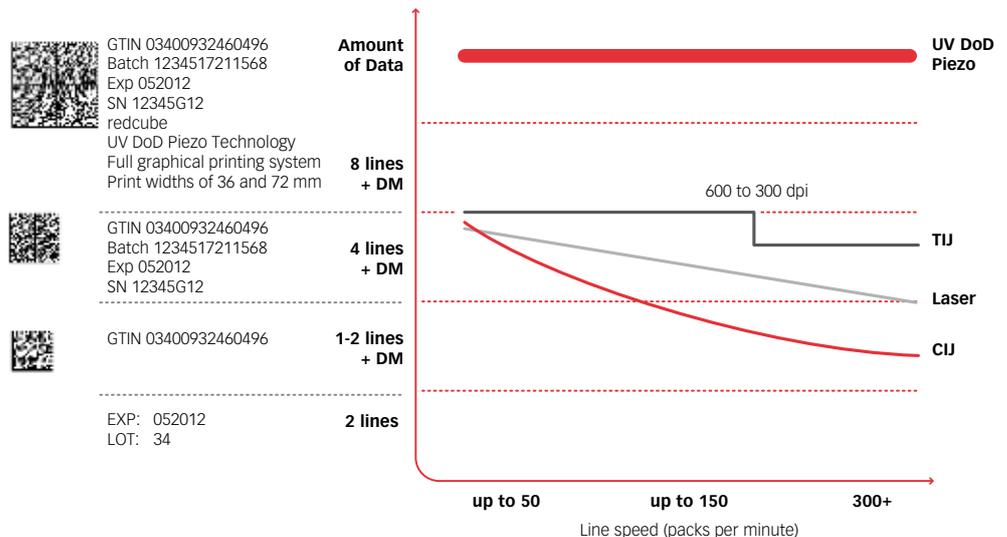
## DoD Piezo technology

The print technology of choice for most existing and emerging inkjet applications, DoD inkjet is fully-digital and non-contact. Non-contact printing means no stress to substrates, even if temperature-sensitive. The long-lasting print head has the ability to jet ink in a highly controllable and reliable manner with accuracy and precision, resulting in sharp, smudge-proof text, codes and graphics.

## UV curing inks

UV inks are cured instantly, accommodating high printing speeds and products that are ready immediately for further inline processing. The widest range of substrates can be used, whether flexible or rigid, coated or uncoated. Instant curing halts the absorption of the ink, resulting in color of unsurpassed consistency, clarity and durability. The inks are pre-mixed and ready to use. Win time with print heads that need little maintenance, and that perform reliably even in the roughest start-stop environment.

## Performance of marking methods



Maximum print performance and quality at any line speed



# ...and **simplicity**

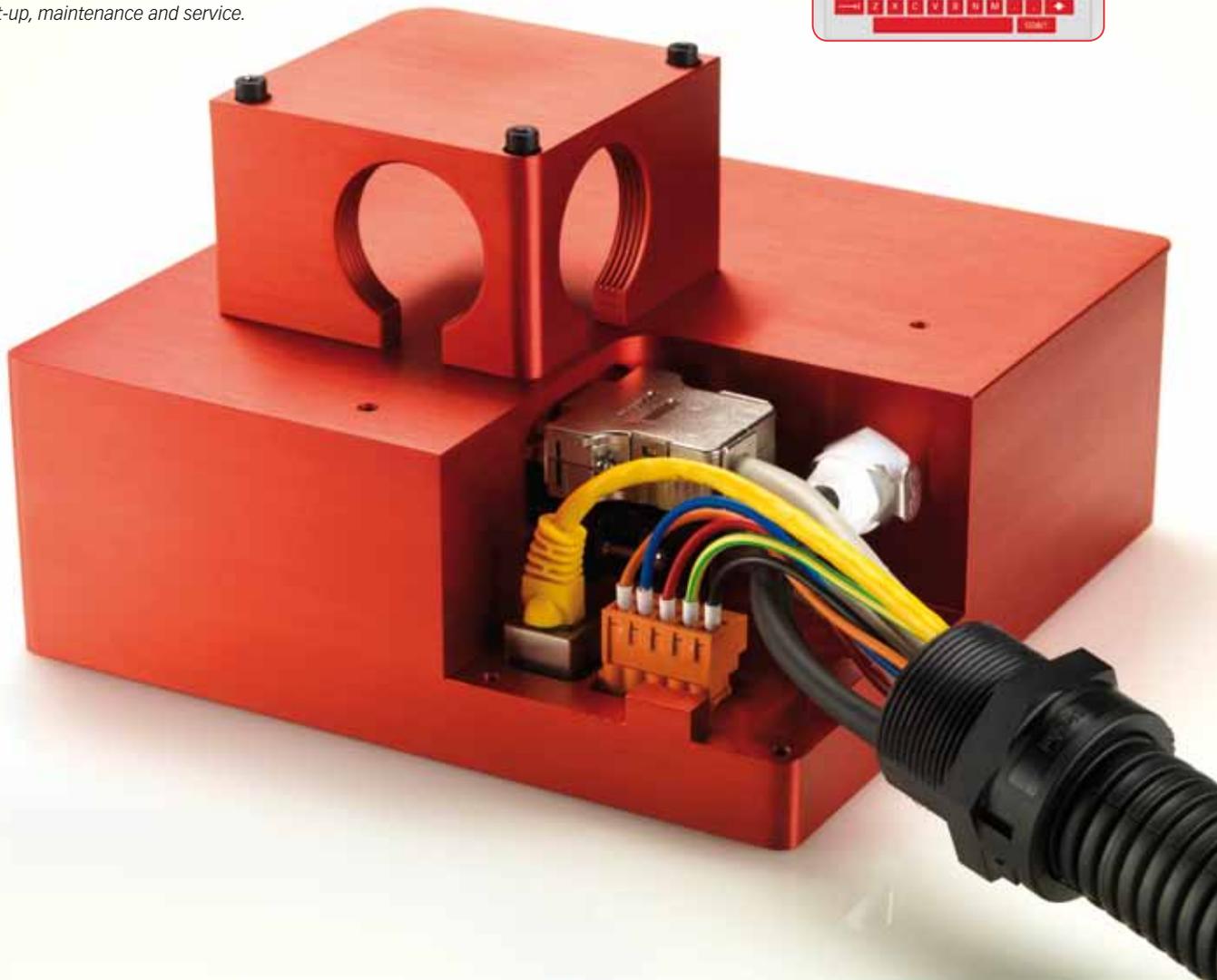
## **Simple and secure set-up and operation**

Adjustments to print position and format changes are quick and fully-digital. Benefit from the user-friendly, plug-and-play control software, «RC control». Interfacing with any line management, T&T or vision software is a matter of course.

## **Standard print widths of 36 and 72 mm**

Full graphic printing of artwork in top resolution without stitching. No mechanical head adjustment is required to change print position.

*User-friendly, the plug-and-play design of the robust and long-lasting redcube simplifies and speeds installation, set-up, maintenance and service.*



Sustainability empowers



Impact – Sometimes the source of ripples on the surface of water comes not from above, it comes from below. What makes a positive impact is not always the most obvious. Simple changes can reward hugely.

Sustainability takes an intelligent effort that empowers. You can optimize impact by minimizing impact.

Sustainability  
**doesn't have  
to be green.**

Align head and heart. It makes sense, it feels right, and it's possible. What you do and how you do it creates the difference.

«Industry is fortune's right hand, and frugality its left.»

(John Ray)

# No **limits!**

## **Reach beyond your imagination**

Seize spur-of-the-moment opportunities, conduct product trials, promotions and one-off marketing campaigns. Enter new markets and turn out new product designs.

This is technology with advantages across all industries and for a wide range of applications. Keeping you prepared for the rise of increasingly complex market challenges and industry regulations.

«Every man takes the limits of his own field of vision for the limits of the world.»

(Arthur Schopenhauer)



*Get noticed. Be out on the shelf first. Set the standards.*



Swiss Marking Technology by Hapa

### In dialogue with your customer

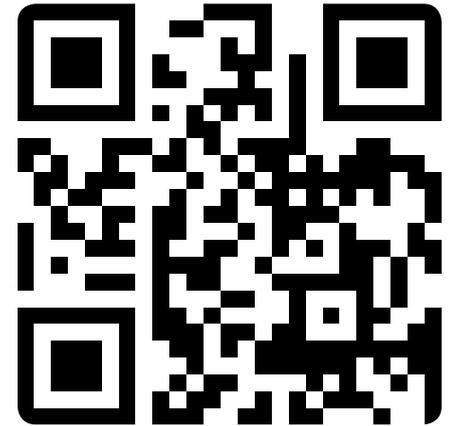
Today's customer demands secure products, immediacy of information, convenience and privacy. Can you keep up? How do you push ahead?

QR codes are bridging customers to the source of product information and opportunities. What could be more easy or more personal? What better way to understand your customer's wants, needs and habits? Reach out through special promotions, personalized products and information. Deepen the connection. Secure the relationship.



**Trends** become developments.

Developments become **institutions.**



When **quality...**



...makes the difference

Overall quality is measured in controlled, simplified and improved steps. It includes the importance of anticipation and the need to vary one's game. You decide how good you expect something to be, and make it better. As Henry Ford said, Quality means doing it right when no one is looking.

Forward thinking...

...from A to Z

[www.redcube.ch](http://www.redcube.ch)



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