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***For Immediate Release***

**NEW VIDEOJET® 1210 INK JET PRINTER OFFERS MAXIMUM UPTIME  
FOR SIMPLE CODING APPLICATIONS  
Smart Cartridge™ fluid bottles virtually eliminate fluid replacement mistakes**

**WOOD DALE, III. (USA)** — [DATE], 2008 — The new Videojet® 1210 small character continuous ink jet printer from Videojet Technologies Inc. is ideal for simple coding applications that involve printing codes roughly six hours to eight hours per day, five days per week. The printer starts up with minimal maintenance, even after being off-line for several days, and offers simplified fluid replacement with the microchip-enabled Smart Cartridge™ fluid bottles. The Videojet 1210 is the second release in the 1000 Line of printers.

“This printer meets the needs of customers with simple code requirements such as lot and date codes in the food, chemical, and personal care or cosmetic industries,” says Kevin Honan, small character ink jet product manager at Videojet. “The Videojet 1210 is designed for low-utilization applications or applications that require mobility and flexibility for frequent production line changes.”

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The Videojet 1210 features Smart Cartridge fluid bottles, which are microchipped and identify fluid-printer compatibility to prevent errors such as installing incorrect ink types. Smart Cartridge fluid bottles are uniquely shaped to drain completely, wasting no residual ink. A needle-and-septum design provides a clean, simple way to add ink without spillage and waste.

The printer's modular core, which consolidates the printer's key ink system components into one part, requires preventive maintenance only every 6,000 hours, or approximately 18 months, for low-duty applications. A countdown meter on the user interface indicates time remaining until the core must be changed. Core changeout is simple and mess-free; it is designed to be customer-replaceable in 30 minutes without requiring a visit from a trained technician.

Coding applications can happen in extremely diverse environments, which is why Videojet developed the Dynamic Calibration feature for the 1000 Line. Extreme hot and cold conditions can interfere with ink viscosity, which negatively impacts print sharpness and quality. The printhead on the Videojet 1210 automatically adjusts based on changes in the environment to ensure consistent code quality regardless of the current conditions. That means operators won't spend time manually adjusting the printhead.

Integrating the Videojet 1210 into a production line is seamless via its USB port, which allows for hot swapping print jobs and backing up messages. Troubleshooting is a simple matter of pressing a button on the operator interface; a pop-up window assists the operator in assessing the issue and resolving it.

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The Videojet 1210 release follows the highly successful launch of the Videojet 1510 printer, designed for operation in medium-duty applications that involve printing codes roughly 16 to 20 hours per day/six days per week. The 1000 line of revolutionary ink jet printers set a higher standard in marking and coding performance for maximum uptime

For more information about the Videojet 1210 small character continuous ink jet printer, call 800-843-3610 or visit [www.videojet.com/1000line](http://www.videojet.com/1000line).

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Videojet Technologies Inc. is a world-leading manufacturer of coding, printing and laser marking products, fluids, and accessories for the product identification industry. As experts in continuous ink jet (CIJ), drop-on-demand (DOD), thermal transfer overprinting (TTO), array, and laser technologies, Videojet has over 275,000 units installed worldwide. Sales, service, training, administrative and application support is provided by direct operations worldwide, including Austria, Brazil, Canada, Chile, China, France, Germany, India, Ireland, Japan, Korea, the Netherlands, Poland, Portugal, Russia, Singapore, Spain, Switzerland, Turkey and the United Kingdom, with more than 250 direct sales and service personnel in the United States alone. Videojet's distribution network includes over 175 distributors and OEMs, serving 135 countries.

Statements in this release that are not strictly historical may be "forward-looking" statements, which involve risk and uncertainties. These include economic and currency conditions, market demand, pricing and competitive and technology factors, among others, as set forth in Danaher Company's SEC filings.

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