

# Case Study

Dairy Industry

MSSC Smart-Jet® REACH Printheads



Delaware Valley  
Packaging Group



## Product

The MSSC Smart-Jet® REACH printheads deliver high-resolution, reliable inkjet coding with extended throw distance, making them ideal for printing on hard-to-reach or uneven packaging surfaces. Designed for seamless integration with Smart-Jet® systems such as the CORE, DUO, and HEX, they enhance production flexibility while maintaining consistent, high-quality marks in demanding industrial environments.



**Video: [MSSC Smart-Jet® REACH Printheads](#)**



## Challenges

Increasing milk sales have increased production speeds, making it more challenging to consistently print clear, accurate expiration dates on plastic and gabled carton milk jugs without smudging or misalignment. Variations in surface materials and condensation further complicate reliable coding, leading to potential readability issues and increased risk of product waste or compliance concerns.



## Results

Smart-Jet® REACH printheads help dairy producers improve coding reliability and efficiency across plastic and gabled carton milk containers, even in high-speed production environments. By delivering consistent, high-contrast marks with fast-drying 85803 ink, they reduce common coding issues that drive waste and downtime.



## Solution

Smart-Jet® REACH printheads deliver clear, high-resolution expiration date coding on plastic and gabled carton milk containers, even at high production speeds. With extended throw distance and fast-drying 85803 ink, they ensure consistent, high-contrast marks on non-porous surfaces like HDPE, reducing smudging and misprints. When paired with proper surface preparation—such as using an air knife to remove moisture—the results show improved legibility, stronger compliance, and less product waste in demanding dairy operations.



Lower labor and maintenance costs due to decreased printhead cleaning and troubleshooting.



Reduced product waste and rework from fewer misprints, smears, and illegible expiration dates.



Improved compliance and reduced risk of costly recalls or relabeling due to unreadable codes.



Increased uptime and throughput by maintaining reliable coding at higher line speeds.

