

i-mark 40 Years In The Making

Coding and Handling Systems

For over four decades, i-mark has been serving key UK industry such as Food & Beverage, Pharmaceutical and Logistics to name but a few with online coding, marking, labelling and message management software solutions!

A desire to be the benchmark for customer service in the industry has resulted in the achievement of the PPMA Outstanding Customer Service Award 2023. Customer testimonials such as “Consistent output with no downtime we have forgotten what it’s like for our printing to go wrong.” were one of the many reasons for the achievement alongside a simple offering of:

- 7 Year warranties
- next day consumables delivery
- same day service response
- custom customer communication

However it goes much deeper – an intrinsic understanding of the importance of strong supplier relationships to customer's customers.

A dedicated customer excellence team, supported by a Business Development Team who want to find solutions to unique production requirements rather than meet internal sales objectives, ensures that i-mark builds integrated business relationships with customer accounts.

Over the last 18 months there have been significant undertakings to automate the customer service offering that i-mark provides. The future of manufacturing is automation so naturally it forms part of the custom-built customer excellence system at i-mark.

The foundation of this is IMS – an interlinked CRM, ERP, integrated telephone, Accounting and Proposal

i-mark's direction – from Garry Summers

It is i-mark's Founder and Managing Director Garry Summers who has spearheaded the customer excellence direction. His vision that customer needs should be at the centre of interactions means that i-mark is revolutionising the industry, from service levels that are technically led to those that are customer centric.

This has happened because Garry has fostered a constructive atmosphere focused on continuous improvement. And so, there is a persistent development of the systems and procedures to optimise the customer's journey.

To support the customer experience i-mark offer the broadest range of technology in the industry meaning that they are uniquely placed to be impartial so the best solution for their customer's business is



PPMA 2023 Outstanding Customer Service winner: I-Mark UK

system with the overall objective of having an all-encompassing structure that manages the customer service team rather than the customer service team managing a disparate system of different team members customer interactions. This results in a consistent service level that makes i-mark easy and familiar to do business with.



found rather than prioritising favoured suppliers or sales target.

With every industry and production line having its own unique production challenges having a supplier that can provide a broad product offering is not only essential but is generally more preferred by those concerned with equipment efficiency.

Products:

i-mark offer a complete range of coding and traceability equipment; some of the systems offered are highlighted below:

DIRECT BOX PRINTING

Is the new standard for industrial product printing, the new way to label boxes at a significant cost saving without compromising on print quality. In fact, it can produce print heights of 100mm with an industry leading 12mm throw distance to minimise misaligned products and thus saving operational time and costs.

PRINT AND APPLY

i-mark provide one of the only fully electric label applicators on the market eradicating the mis-application of labels and also providing 25% energy savings. With the added benefit of being ideal for delicate or fragile products i-mark labeller systems provide precise label application in any production environment.

HIGH SPEED INKJET SYSTEM

i-mark offers the latest printer from Hitachi, the UX2, with the option of the innovative safe-clean station which saves thousands in repair costs, caused when the printer is shutdown incorrectly and printhead cleaning protocols are not followed. Other benefits include the lowest power consumption (73VA) of any continuous inkjet on the market, providing further operational savings and the quick change connectors eliminating production downtime.

