



CAJO TRACEABILITY SOLUTIONS FOR THE PAPER AND FOREST INDUSTRY

IDENTIFICATION FOR JUMBO REELS

Reliable, Label Free Identification for Jumbo Reels

Efficient and reliable reel identification is critical in modern paper and forest industry operations, especially in high-speed production lines and automated warehouses. Traditional marking methods often struggle to meet today's demands for durability, traceability, and sustainability.

Cajo MakeBright™ laser marking technology provides a permanent, consumable free solution for both **paper reel end label marking** and **reel belt marking**, ensuring flawless identification throughout the reel lifecycle.

With MakeBright™, paper and forest industry operators can:

- Reduce consumables and waste
- Improve operational reliability
- Enhance traceability and logistics efficiency
- Support sustainability goals without compromising performance

Cajo MakeBright™ is the smart laser marking solution for modern paper reel identification – built for speed, precision, and long-term reliability.



HIGH-QUALITY, PRECISE AND
PERMANENT MARKINGS



SUPPORTS FOR PERSONALIZED
& VARIABLE DATA



SUSTAINABLE TECHNOLOGY
WITHOUT ADDITIVES



IMPROVES OPERATIONS IN
AUTOMATED WAREHOUSES



LOW RUNNING COST,
SHORT PAYBACK TIME



IMPROVED TRACEABILITY &
CONSISTENT IDENTIFICATION

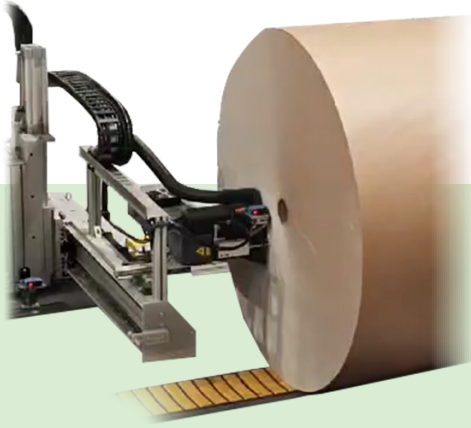
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CAJO TRACEABILITY SOLUTIONS FOR THE PAPER REELS



END LABEL MARKING

Eliminate Adhesive Labels. Secure Traceability.

Traditionally, end labels on paper reels are applied using adhesive stickers. In demanding industrial environments, these labels frequently peel off, become damaged, or go missing during handling, transport, or storage. In automated warehouse systems, even a single missing label can disrupt material flow, cause identification errors, and potentially halt operations.

The MakeBright™ Advantage

Using Cajo MakeBright™ for end label marking enables direct, laser-based marking onto the reel surface, without adhesives or ink.

By marking directly onto the reel end, MakeBright™ ensures dependable identification from production to end use, while significantly reducing operational risks and costs.

KEY BENEFITS

Permanent marking	No risk of labels detaching or getting lost
High reliability	Consistent identification supports uninterrupted operations in automated warehouses
Zero consumables	Eliminates costs for adhesive labels and ink
On-demand flexibility	Easily mark barcodes, QR codes, batch numbers, timestamps, or customer-specific information
High-speed marking	Suitable for continuous production environments
Improved traceability	Clear, durable marks remain readable throughout logistics and storage

REEL BELT MARKING

Replace Inkjet with Permanent, Maintenance Free Laser Marking

Reel belt marking has traditionally relied on inkjet printers. While widely used, inkjet technology comes with several drawbacks: high ink consumption, frequent maintenance, unplanned downtime, and ongoing operational costs.

The MakeBright™ Advantage

Cajo MakeBright™ replaces inkjet printing with precise, permanent laser markings directly on the reel belt – without inks, solvents, or filters.

The result is a **highly sustainable, cost-efficient, and robust marking process** that supports accurate tracking throughout the reel's entire lifecycle.

KEY BENEFITS

No ink, no waste	Drastically reduces running costs and environmental impact
Minimal maintenance	Nearly maintenance-free operation compared to inkjet systems
High-durability	Marks remain legible despite dust, handling, or long storage times
Stable production	Eliminates downtime caused by clogged nozzles or ink refills
Perfect for automation	Reliable marking ensures smooth identification in automated systems
Customizable content	On-demand marking for reel IDs, batch data, barcodes, or traceability codes



LASER VS LABELS AND INKJET IN PAPER & FOREST INDUSTRY

END LABEL MARKING: ADHESIVE LABELS VS LASER

FEATURE	ADHESIVE LABELS	MAKEBRIGHT™ LASER MARKING
Durability	Can peel off or get damaged	Permanent mark, cannot detach
Reliability in automation	High failure risk	Fully automation-compatible
Consumables	Labels + adhesive	None
Operating costs	Ongoing label costs	One-time investment, low OPEX
Traceability	Can be lost or unreadable	Always readable
Marking Flexibility	Limited, pre-printed	Dynamic, on-demand content
Sustainability	Waste from labels and liners	Waste-free marking
Warehouse efficiency	Risk of stoppages	Smooth, uninterrupted flow

REEL BELT MARKING: INKJET VS LASER

FEATURE	INKJET PRINTING	MAKEBRIGHT™ LASER MARKING
Consumables	Ink, solvents, filters	None
Maintenance needs	Frequent (cleaning, refills)	Minimal, nearly maintenance-free
Downtime risk	High (nozzle clogging)	Very low
Mark durability	Can fade or smear	Permanent and high contrast
Operating costs	Constant material costs	Significantly reduced OPEX
Environmental impact	Ink waste, chemicals	Clean, eco-friendly process
Automation compatibility	Sensitive to environment	Highly stable and reliable
Lifecycle traceability	May degrade over time	Clear for entire reel lifecycle

LABELS FAIL. INKJET COSTS. LASER LASTS.

TRADEMARK

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