Laser Coders Market- How IoT Is Changing Fabrication Industry with Smart Laser Technology

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Albany, NY -- (SBWire) -- 05/15/2019 -- Innovation in coding technology continues to become more computerized and integrated into the production line. Laser coding is mostly used to differentiate products and mark them accordingly. Laser coding functions by removal of surface coating from the packaging or product; this results in permanent changes in the surface of the product. Laser coding is a non-contact printing method and ensures quality marking.

In laser coders technology, the galvanometer enables laser coding and making mark on moving or static products. Laser coding can be done on various materials such as glass, paper, foils, plastic, cardboard, coated metals, etc. Laser coding does not contain any inks or chemicals; it is cost-efficient and a low maintenance and eco-friendly method for marking the product.

The laser coder software allows users to do barcoding, change and delete text easily, add graphics, etc. The substitutes for laser coders are continuous inkjets and thermal inkjets. In packaging, laser coding is usually used for marking serial or batch number, expiry dates, etc. Laser coding is done in the end after the production process. The laser coder is used for marking various materials in the packaging industry, such as paper, cardboard, and polymers.

The growth opportunities for players in the laser coders market growth lie in bringing innovation in terms of the faster execution of coding and that too on a wider range of products, and in producing products that are cost effective and occupy less space. There is an increasing need for high quality marking with improved traceability being witnessed across the globe, which in turn is expected to drive growth of the laser coder market over the forecast period. However, advances in coding and marking applications are still limited and the capital cost incurred on the same is high, in turn acting as restraints for the market growth.

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Consumables and maintenance costs are low in case of laser coders, which are among the major factors expected to further drive growth of the laser coder market over the forecast period. Meanwhile, the FDA is increasingly demanding permanent identifying mark solutions from the manufacturers in view of improving the product traceability, thereby creating further growth opportunity for the players operating in the market.


Currently, China dominates the global laser coders market due to the presence of an innovative, cost-efficient, environment friendly, and high efficient supply chain in the country. Most of the key market players are based
out of China. The laser coder market in North America and Europe is also expected to witness significant growth over the forecast period due to increasing demand for laser coders in packaging industries in these regions.

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