

# *Lexmark Complex Media Capability*

*Superior by Design*

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**LEXMARK**<sup>™</sup>

# A Legacy in Complex Media

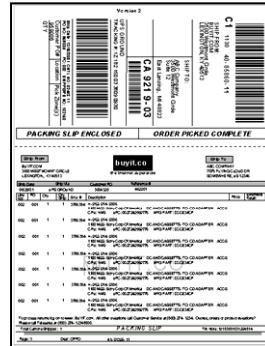
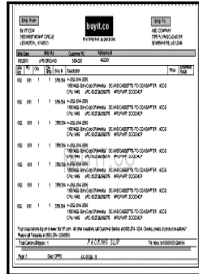
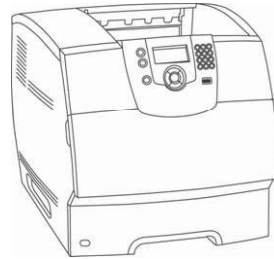
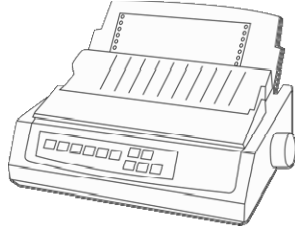
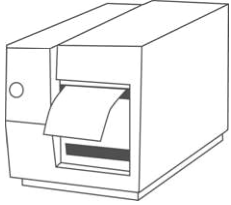
Since the early 1990s Lexmark has dominated in the retail pharmacy industry due to our unique ability to handle the complex media used for prescriptions.

Our technology can be found in over 95% of retail pharmacies in the United States.

Our success can be attributed to innovative design and our continued focus on reliable media handling.



# Benefits of Media Friendly Devices



Shipping Label

Pack List

Combo Label  
One device

- Improved feed reliability
- Eliminate dedicated printers
- Reduce support requirements
- Simplify consumables management
- Less employee intervention
- Reduce/eliminate preprinted forms, signs and tags
- Eliminate forms ordering, storage and obsolescence
- Eliminate collation errors

# Unmatched Capability



Shipping Label



RFID Imbedded Media



Integrated Shipping Documents



Durable Product Labeling and Signage



Shelf and Part Tags



Banner Media, Continuous Forms



Films and X-Rays



Wristbands and ID Cards

# Lexmark Tray Design vs. Others

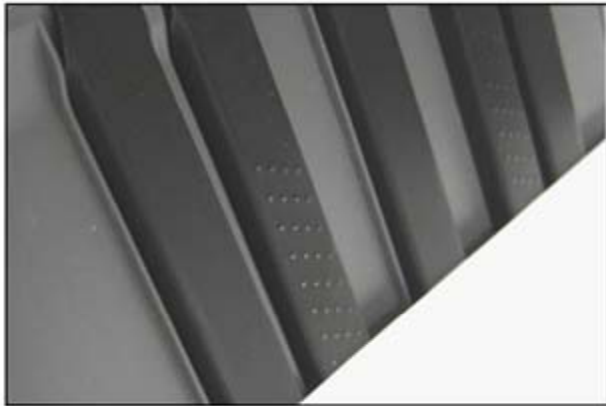


Lexmark developed an articulating dual compensator that reaches down and “pulls” the top page. Pressure is consistently applied, regardless of media weight or volume in the tray.



Many OEM trays have non-adjustable springs that push paper against a single “d” roller. Small tabs hold the corners of the media down, making loading more difficult. Pick pressure is not consistent.

# Lexmark Pick Technologies vs. Others



Dimple dams separate the sheets as they are pulled from the tray.

Vs.

Others rely on friction to separate paper from the stack.



Two pickup wheels “steer” media from the tray. The wheels attach to an arm that reaches down to the paper.

Vs.

Others rely on a single wheel that has paper pushed against it from springs located in the tray. Feed pressure not consistent.

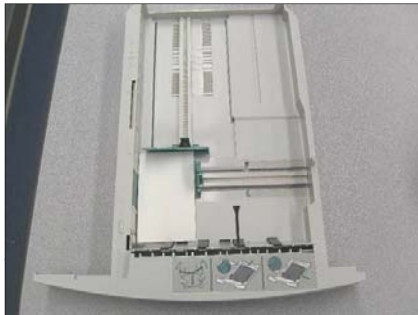


Bidirectional pickup tires with grooves avoid “gloss over” from contaminates.

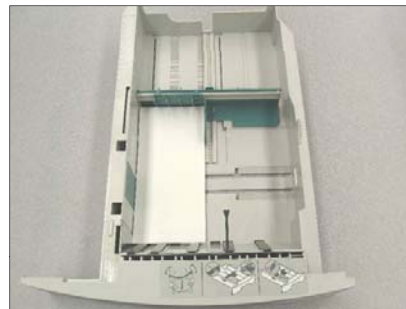
Vs.

Others use smooth rubber that becomes slick with wear. Paper dust can “polish” the rubber, resulting in slipping.

# Lexmark Media Trays



Lexmark 200-Sheet  
Universally Adjustable  
Tray can support  
media sizes as small  
as 3" x 5"



Lexmark 400-Sheet  
Universally  
Adjustable Tray can  
support media sizes  
as small as 3" x 7"



Lexmark Special  
Media Tray has  
configurable guides  
for separating  
media in the  
drawers



Lexmark Locking Tray  
will support up to 550  
pages of secure media

# Lexmark Banner Media Trays

- Supports media up to 48" wide
- Ideal for signs, shelf tags



Banner Feed and Tray for Lexmark Color Printers



Banner Tray for Lexmark Monochrome Printer



# Lexmark Unique Media Trays



Dedicated  
Envelope Feeder



Envelope  
Feeding Drawer



OEM Kiosk  
Adapters

# Custom Output Cradles



Designed around multiple unique media requirements often associated with core business processes. Designed and tested by Lexmark for special request orders.

# Lexmark Toner Science



- Toner formulation and photoconductor are designed specifically for each printer model
- Known fuse temperatures, charge attributes and drum surface behavior at given print speeds allow Lexmark to engineer for tough media applications
- 200M test pages/year from production runs confirm quality and yields



# Lexmark Vertical Engineering

Education – Manufacturing – Logistics – Retail – Pharmacy – Healthcare – Public Sector

- Industry-specific media experts
- Direct OEM engineering support for unique requirements in Lexington, Kentucky
- Detailed analysis of media
- Media consulting



# Paper Science



Media labs and testing facilities located in Lexington, Ky.  
Media (brand and type) specific testing available upon request.

More than 150 media types (virgin and recycled) from around the world are inventoried and tested.

# Media Partners

- Avery Dennison
- Standard Register
- Moore/Wallace
- ELT
- NCR Corporation
- Rx Label Technology
- Vestcom New Century LLC
- Wausau Coated Products
- Ward/Kraft Inc.
- eAgile
- Brandywine
- Reliance Label Solutions



# Leaders in Media Handling

- Highly versatile devices
- Focused on complex media
- Backed by OEM resources
- Proven performance



# Contact Us

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For more information visit Lexmark on the web at [www.lexmark.com](http://www.lexmark.com)