

# A.M.D. ELECTRONIC, COMPLETE SOLUTIONS FOR ERROR-FREE LABELS & PACKAGING

**A**.M.D. ELECTRONIC, a reliable partner for the quality control of your products starting from the artwork printed on to the packaging to the detection of contaminants in food.

**A.M.D. Electronic**  
**Inspection Systems**  
A company for better quality

Artwork creation involves several specific functions: graphic studios, legal dept., translations, marketing, etc. until you get to the Printer. Each department must contribute to the final appearance

Since 1989, when it was founded, A.M.D. Electronic has shown particular interest in the feedback of those who work directly in the food, pharmaceutical, cosmetics and graphic domain in order to be able to better respond to customer needs with a wide range of solutions.

of the package in order to have a compliant yet attractive appearance for the consumer whilst at the same time, containing all the required information for which accuracy is crucial.

The Vision Systems for the detection of contaminants in the products are based on the innovative technology NIR (infrared), which allows working in the shadow area that is not covered by the Metal Detector and X-Ray systems, i.e. when the contaminant's specific weight is similar or even lower than that of the product itself. This technology allows you to intercept foreign bodies such as insects, wood, plastic, paper, non-calcified bones, etc.

The exchange of information among the various operators requires several steps.

The Electronic Proofreading Systems for the inspection of text documents and artwork, as well as the inspection of printed materials, guaranteeing the quality, the integrity and the total absence of errors on your packaging. Automating the proofreading process to control your materials is crucial for all those companies who realize how errors could adversely affect one's image in the market and what economical damage could result from a mistake that escapes the human eye.

The Kallik solution provides a "package of functions" which are developed expressly to handle all the necessary information - both graphic and text - for the artwork creation process. The system also integrates with the customer's own existing database, organizing it and placing it in the appropriate packaging space, and then prepares a complete artwork, ready for approval.

It is important to highlight that the system is "scalable", meaning that it can be "assembled" from the simplest solutions, asset management and approval, to a fully integrated end-to-end artwork work management solution.


The Italian and European regulations are increasingly strict on labeling and packaging and are becoming an additional incentive for automation of inspections.

Among the systems for anti-counterfeiting, it is noteworthy the revolutionary HD BARCODE system. It looks like a Datamatrix, but able to contain about 170 times more information, or 50,000 times more information than a traditional EAN bar code system. HD barcode can hold up to 700kb!

Our partners have developed specific software systems able to operate with extreme efficiency and speed, removing the risk of human error. With these solutions, you can verify both graphics and text, assuring the conformity of the documentation under inspection to the reference document or approved artwork, during the development of the artworks as well as during the final production of printed material.

At "Track & Trace" level, HD Barcode become a very effective tool, since it allows full traceability of a product. In the food domain, it can become an important tool to control and guarantee the originality of a production. As for the consumer, HD Barcode becomes a very useful tool to have information about the product since, differently to a normal QR Code, it can be read through a normal Smartphone without needing an Internet connection.

The Artwork management Systems provide optimization of the artwork creation process, reducing the time of the various steps and removing redundancies.

In this way, a buyer in a supermarket may be able to make an informed choice on the purchase of products if equipped with HD Barcode, because for each of them, has at disposal information on the entire production chain. 

[www.amdelectronic.com](http://www.amdelectronic.com)