

## Pressemitteilung / Press Release



### **New label printer for the industry**

#### **Godex GE models now modified only at eXtra4**

Birkenfeld, 04.08.2025. Everyone knows industry software, but industry hardware? - It is created when industry experts convince with insider knowledge and obtain specific details from the manufacturer. This has been done for the modified desktop class label printers from Godex. As an ID specialist with a focus on jewellery and watches, Ferdinand Eisele has had standard devices adapted to industry requirements with a different print head. The Birkenfeld-based company now offers the thermal transfer printers exclusively in the GE-330M (300 dpi) and GE-300M (200 dpi) versions under its eXtra4 Labelling Systems brand.

#### **Print head as bottleneck**

The transport of the label web determines whether a thermal transfer printer is included in the eXtra4 product range. The print head is the

limiting factor here. If its design is correct, web retraction is also successful with the thick, stiff label materials commonly used in the industry. The web feed required to remove the printed copy can be transported back again smoothly after a print job. This ensures that not a single label is lost without being printed, even when single labels are dispensed.

### **Specification through co-operation**

Just a few µm make all the difference when labels come off the web in an uncontrolled manner during transport through the printhead.

'That's exactly what happened when we tested the Godex GE models,' recalls Managing Director AleX Schickel. 'The devices were new on the German market, but we couldn't recommend them to our customers'. Thanks to long-standing relationships and trusting cooperation, criticism from Germany does not go unheard by the manufacturer in Taiwan. The technicians at Godex take the feedback with interest and implement it successfully: Exclusively for eXtra4, the standard version of the existing GE series is equipped with a customised print head.

### **Exclusive industry hardware for labelling**

With the eXtra4-GE models 330M and 300M, jewellers, goldsmiths and their colleagues in wholesale and manufacturing now have access to industry hardware that can print labels one at a time with no label loss after each print job. In addition to this key feature, the

devices have many other advantages that make them highly recommended for the jewellery and watch sector:

### **Calibration at the touch of a button**

A small control button on the back of the device is of particular interest to users in the industry. Pressing it triggers the device's automatic adjustment function. This makes aligning the printer to newly inserted labels quick and easy. Automatic calibration makes life considerably easier, especially with complex label shapes, as is often the case in the industry.

### **Two sensors for printing precision**

The sensor technology of the GE series is particularly advantageous for the use of asymmetrical labels, such as the popular shapes with a fastening loop. The devices not only have a fixed transmitted light sensor, but also an incident light sensor. It can be moved freely, which is very helpful when using loop labels. To ensure that the printer correctly locates the position of the labelling areas on the web and precisely adjusts the printed image, this sensor must not be positioned above the loop and must therefore be movable.

### **User-friendly and sturdy**

With its compact size (20x16.4x21.5 cm (WxHxD)), a GE printer looks elegant thanks to the dynamic lines of its housing. The device can be opened completely to change labels and ribbon and can even

be operated open. No clamshell design was used so that the print head can be locked in place independently of closing the housing cover, which protects its mechanics.

To guide the label roll, the Godex-GE has a plug-in axle with lateral clamping jaws. The roll is reliably centred and can move freely, regardless of whether it is wound on a 1' or 1.5' core diameter. Web stabilisers in the printing unit also ensure smooth running and greater printing precision. With a maximum web width of 118 mm and a maximum reel diameter of 127 mm, the GE series accommodates the reel dimensions generally used in the industry.

GE printers should be integrated into the on-site IT environment via a network. Although the devices also offer USB and serial connection options, an Ethernet connection is clearly preferable in terms of stability and reliability, especially for Windows installations.

### **Printer model policy with eXtra4**

'We consider ourselves lucky,' says eXtra4 Managing Director Alex Schickel, 'to once again be able to provide the jewellery and watch industry with devices that are specifically tailored to their needs with the GE series label printers that have been modified exclusively for us.' It is not a matter of course to be accepted as a partner by established manufacturers such as Godex and to be supported as an advocate for the industry. At the same time, eXtra4 will continue to offer the O4-300M label printer from Taiwanese competitor Argox. This desktop device has also been modified according to eXtra4

specifications and is now as popular as it is widespread in the industry.

'However, we have parted company with the supplier S-BARCO,' admits Schickel. Despite the good cooperation with the Taiwan-based manufacturer, the company was forced to take this step because new bureaucracy made eXtra4's additional function as an importer considerably more difficult. This decision does not affect the processing of warranty claims and support for S-BARCO devices.

'With our printer model policy,' says Schickel, explaining his strategy, 'we aim to offer our customers from the jewellery and watch industry maximum continuity and at the same time take the best possible account of developments on the market.'

(5.687 digits incl. blancs)

## Images with captions



**Fig.1: Exclusively at eXtra4: Godex GE-330M (300 dpi) or GE-300M (200 dpi) label printer modified for the needs of the jewellery and watch industry**



**Fig.2 Godex GE models with user-friendly design: all elements for changing consumables are easily accessible**



**Fig.3 Convenient: Calibration button for automatic adjustment and many connection options on the modified Godex GE thermal transfer printer**



**Fig.4 Alex Schickel, Managing Director of Ferdinand Eisele GmbH**