

Press Release – LONG VERSION

LEIBINGER presents 2DJET™ at interpack: A new coding class for 2D codes without compromise

Sharper. Faster. Versatile.

Tuttlingen (Germany), May 05, 2026 – At interpack, LEIBINGER will unveil 2DJET™, its new coding class and a completely new approach to industrial coding and marking. Built to solve the current number-one challenge facing the packaging industry – the transition to GS1 2D codes – 2DJET™ delivers razor-sharp, GS1-compliant 2D codes at up to 300 dpi and printing speeds of up to 120 m/min across a wide range of packaging materials and formats, without compromising productivity or flexibility. Designed for seamless integration into existing production lines, 2DJET™ is exceptionally easy to install and operate, helping manufacturers simplify both implementation and GS1-compliant day-to-day production.

2D codes are setting the pace for the future

The future direction in packaging is clear. Across food, beverage, pharmaceuticals, FMCG, **2D codes are rapidly becoming the new standard**. Their promise is compelling: more data in less space, improved traceability, greater flexibility in information management, stronger consumer engagement, and better control across the value chain – with relevance extending to emerging requirements such as the **EU Digital Product Passport**.

With GS1 standards gaining global momentum, the strategic importance of 2D codes is no longer in question. What remains unresolved, however, is how to implement them in real production environments where **speed, uptime, cost-efficiency, and maximum flexibility** across a wide variety of packaging materials still define success.

Because this is where theory and practice have often diverged. The more data a code must carry, the more critical **print precision and readability** become. Yet in high-volume packaging operations, no manufacturer is willing to trade line speed for better code quality. At the same time, the transition to GS1 2D codes brings two further very practical challenges. First, **reliable inline printing** is not yet solved for every packaging material and format, especially on **challenging substrates and packaging formats** such as flexible films, mono-material pouches, rigid plastics, curved bottles or tubs, glass or metal packaging, and many kinds of cartons and labels, including glossy or non-porous surfaces. Second, 2D codes need **to be integrated into existing production lines without major disruption**, added complexity or additional handling steps. This is particularly important because retailers such as Tesco* have made clear that their **primary interest lies in better control of best-before dates**. That means the code can no longer simply be pre-printed; it must be printed online, directly on each individual product during production.

*Source: <https://www.gs1uk.org/insights/news/Tesco-becomes-the-first-UK-supermarket-to-transition-an-entire-product-range-to-QR-codes-powered-by-GS1>

Existing coding technologies all have clear strengths, but they also present limitations when it comes to 2D code printing at scale. Some deliver the resolution required. Others offer the speed, but not the high-resolution print quality, substrate flexibility or reliability needed across real production environments. **Until now, the industry has had to live with this trade-off.**

A new approach: 2DJET™ from LEIBINGER

LEIBINGER is now taking the next step in industrial coding. As an innovation leader in CIJ, the company brings decades of unique expertise in high-speed, high-reliability coding. It also offers extensive ink know-how, built on the development and in-house manufacturing of a broad ink portfolio. This combination uniquely positions LEIBINGER to open **a new chapter in packaging identification**. With 2DJET™, LEIBINGER is introducing a **new coding class developed specifically for the next generation of packaging requirements**.

The new system features a **continuous ink supply designed for uninterrupted production**. It delivers **razor-sharp codes at up to 300 dpi** and **printing speeds of up to 120 m/min**, with the capability to print **QR codes up to 33 x 33 modules**. Built on LEIBINGER's deep understanding of industrial coding in real production environments, this newly developed approach **redefines what manufacturers can expect from 2D coding**.

Built for a wide range of packaging

What makes this new class especially relevant for packaging manufacturers is that it has been designed not only around print quality, but around real-world production needs. As a **touchless printing technology**, 2DJET™ brings with it the core advantages that have made CIJ so successful in industrial environments. It can be used across a **broad variety of packaging materials** and is suitable for **different product shapes and surface conditions** – from flat to curved, and from smooth to more challenging surfaces.

With a **throw distance of 8 mm**, the compact printhead can be integrated into production lines with a **high degree of flexibility**, making installation easier even where space is limited or packaging geometries vary.

2DJET™ technology and benefits

True to LEIBINGER's **Plug & Print philosophy**, the new 2DJET™ is built for **robust 24/7 operation**. The **ink supply system** has been engineered for **maximum uptime**. A **smart ink architecture** with **precision pumps and sensors** ensures a **consistently stable ink supply**. To further support

uninterrupted production, the system combines this with a cartridge-based supply concept that allows high-yield XL cartridges to be **replaced quickly and easily on the fly during operation**, without stopping the line.

At the same time, **specialty developed, fast-drying inks** ensure excellent drying performance across a **wide range of substrates**, enabling immediate downstream processing even at high production speeds. The result is reliable, **cost-efficient performance** in demanding, high-volume environments.

The entire **operating concept** is designed around **low-maintenance performance**. A **reduced number of components, minimal system wear**, no need for filters, and the **long service life of key parts** all contribute to exceptionally **low spare-part requirements**. **Operator handling is simple** and completely tool-free, supported by an **intuitive HMI** that makes **daily use straightforward**. Together with its **streamlined design**, the printer keeps maintenance effort and service complexity to an absolute minimum.

The **overall result is a significantly optimized total cost of ownership (TCO)**: with the ink cartridge as the only regular consumable, virtually no spare-part demand, simple operation and minimal maintenance, **the system is built to reduce operating costs across the board**. This enables a **rapid return on investment**, often within the first year of operation.

A direct answer to production demands

For packaging manufacturers, the benefits are clear. 2DJET™ combines **high throughput with exceptional flexibility across a broad range of packaging materials and formats**, supporting **continuous operation at full line speed**. At the same time, it produces **razor-sharp, GS1-compliant 2D codes at industrial scale**. It helps manufacturers meet coding and traceability requirements with confidence, while delivering stable, measurable performance shift after shift. In other words, it is built to support production targets, compliance goals and long-term efficiency all at the same time.

Live at interpack




LEIBINGER will present the **2DJET™ concept and prototype live at interpack**. Visitors to the LEIBINGER **stand D26 in Hall 8B** will have the opportunity to experience this new coding class firsthand and explore how it could be integrated into their future 2D coding strategies.

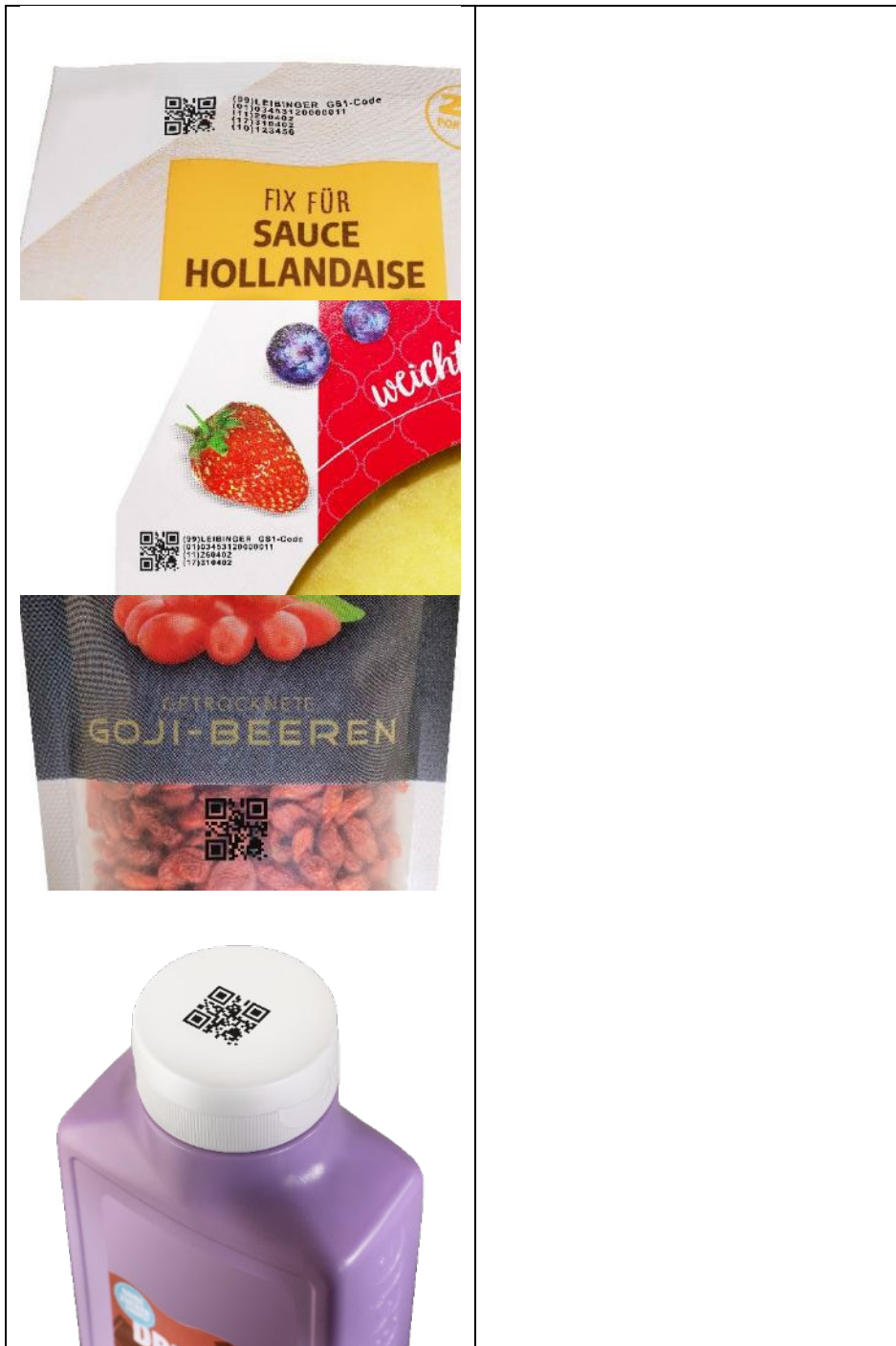
The **commercial launch is planned for early 2027**, with trials and demo installations for pilot projects scheduled for the end of this year. For companies already preparing the next step in packaging and traceability, interpack offers an early opportunity to discover a technology engineered to meet and exceed today's and tomorrow's 2D coding requirements.



Visitors are invited to speak with LEIBINGER's expert team at the booth about potential joint 2D coding projects.

LEIBINGER at interpack
May 7–13, 2026
Düsseldorf
Hall 8B, Booth D26

Image captions:

	<p>2DJET™: A new coding class for 2D codes without compromise.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>The new 2DJET™ is designed for seamless integration into existing production lines, with easy installation and operation.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Real print samples: 2DJET™ delivers razor-sharp, GS1-compliant 2D codes at up to 300 dpi and printing speeds of up to 120 m/min across a wide range of packaging materials and formats.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>



	
	<p>With 2DJET™, LEIBINGER is introducing a new coding class developed specifically for the next generation of packaging requirements. The system enables inline generation of QR codes up to 33 × 33 modules.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>

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About Paul Leibinger GmbH & Co. KG (LEIBINGER)

LEIBINGER is a global specialist in coding & marking systems with its headquarters in Tuttlingen (Baden-Württemberg), Germany. This third-generation family-run company founded in 1948 employs a payroll staff of around 350 employees. Its primary focus is on the development and production of industrial inkjet printers and inks for use in the marking and coding of products. The solutions created by LEIBINGER are defined by their high quality standards and their innovative technologies. As the inventor of a ground-breaking nozzle sealing technology that makes ink-based marking and coding systems significantly less susceptible to contamination, now with tens of thousands of installations worldwide, LEIBINGER is able to assure higher productivity in the production of food and industrially manufactured products. Through its subsidiaries in the USA and China and its global network of around 150 distribution partners, LEIBINGER is able to maintain a close relationship with its customers right around the world.