

BlueBox

Labelless Box Laser Coder

Laser coding on cardboard, perfected by Macsa id.

Macsa id advanced laser technology delivers direct marking on cardboard, producing crisp, permanent codes on fully recyclable packaging.

No inks. No adhesives.

Unlike conventional systems, it requires no additives, pretreatments, or hard-to-recycle mixed materials, enabling clean, fast, and continuous production with high-quality results.

Patented laser technology.

BlueBox combines carbonization and photobleaching to optimize contrast when laser-marking cardboard. By adjusting laser parameters, it darkens light areas and lightens dark ones without damaging the material.

Permanent and crisp marking

This hybrid approach ensures clear, high-quality marks even on recycled or irregular substrates.

GS1 Compliant

Designed for clean, fast, and continuous production, BlueBox ensures GS1-compliant, contactless traceability with minimal environmental impact.

VERIFIED BY GS1



MACSA PATENTED TECHNOLOGY

GLOBAL TREND

Direct coding reduces labeling waste worldwide across industries and materials.

35%

WASTE REDUCTION

due to shift from ink/labeling to laser or thermal marking.

EUROPE COMPLIANCE

Sustainable packaging aligned with EU Green Deal 2030 objectives for recyclability.

56%

REPROCESSING COSTS

Rise when inks and adhesives hinder circular economy goals.

