

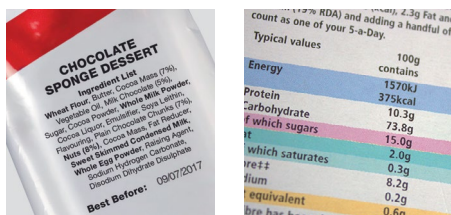


Application note



Food

Labelling Transparency: Meeting the needs of retailers and consumers for clear food labelling



As supply chains become more global, and consumers' use of the Internet increases, demand for transparency is stronger than ever. Greater visibility of food scandals, a rise in food allergies and a shift in consumer preferences for healthier foods have resulted in demand from consumers to know exactly what they eat.

According to a study conducted by TNS on behalf of Trace One,* 83% of UK consumers demand more transparency on food labelling. The US is experiencing a similar trend with 75% of consumers claiming to read the nutritional and ingredients label as part of a purchasing decision. Asia has also focused on harmonizing food standards by introducing new food safety standards in China.

Many companies are now working towards the same goal; building consumer trust and education in the safety, origin and quality of their food products.

* Independent research study, conducted by TNS on behalf of Trace One, consisted of 2,298 GB adults aged 16 and over.

The challenge

As clean and clear labelling transforms from a trend to the 'rule' in food labelling, manufacturers are expected to include more information than ever onto product packaging or labels. Highlighting key nutritional or ingredient information, country of origin and allergens to help consumers make more educated buying decisions can mean major changes such as coordinating redesign and re-order of pre-printed stock. Some of the additional information can be printed on-demand using inline printing equipment, however, not all installed systems will be able to keep up with the new requirements.

Videojet advantage

Videojet has a range of Continuous Inkjet (CIJ) printers and Thermal Transfer Overprinting (TTO) solutions designed to print more content at high speed on most packaging materials in virtually any orientation – a big advantage to food producers. These technologies can help manufacturers avoid the risk of slowing production lines, which can happen when existing equipment struggles to print more information at the same throughput.

Videojet coding technology is made simple via Videojet CLARITY™, which offers users one common operator interface. Creating or modifying jobs is quick and customers can easily edit text to highlight new ingredients, allergens or other key ingredient information.

What does 'clean and clear' really mean?

A clean and clear label does not necessarily mean that the product is manufactured with natural or additive-free ingredients, but is more a commitment from the manufacturer to provide consumers with enough transparency on what the product contains. This enables them to make better informed purchasing decisions.

There are a number of ways to be more transparent with product labels:

- Be clear about what is in a product
- Include claims, for example 'no artificial sweeteners'
- Reformat labels so the content is visually clear and easy to understand (this could include adding or removing non-essential information)

Keeping up with content

Whether it's adding, removing or reformatting label content, it is likely that some change will be required in order to satisfy your customers. The production risk for manufacturers is the slowing of production lines in order for existing printing equipment to apply more variable code content. This can negatively impact throughput, reducing productivity and damaging profit.

Videojet can help manufacturers avoid this by offering innovative inline printing solutions that print more content while running at peak performance.

Continuous Inkjet printers

Videojet CIJ solutions are ideal for printing on most surfaces and materials, offering flexibility to suit multiple applications. The Ultra High Speed (UHS) range delivers against the demands of production lines with top linear speeds up to 1666 feet per minute and the ability to print up to three lines of variable text. Combining the ultimate in print speed, the most innovative printhead technology, and our advanced CLARiTY™ interface, helps increase product delivery with more code content – all while making sure the right code gets printed on the right product.

Thermal Transfer Overprinters

The Videojet DataFlex® TTO provide high speed printing for flexible packaging applications. They are able to print a large amount of variable information, in multiple font sizes and styles, up to 300 dpi onto labels and film. Available in two print widths, 53mm and 107mm, TTO is ideal for a range of flexible packaging applications, including ultra-fast horizontal form fill seal applications with throughput up to 400 packs/min. When coding applications require a significant amount of content, such as ingredient lists and traceability information, the 107mm format offers the ideal wide format capability.

All Videojet solutions feature CLARiTY™ – a large, touch screen, intuitive user interface that provides ease of use and continuity for all operators, regardless of expertise, knowledge and printer interaction. Our built-in CLARISUITE™ software helps you comply with food labelling standards and meet new demands for additional label content. It also offers Code Assurance features to make job creation, edits and product changeovers simple and practically impossible to get codes wrong.



Videojet 1650 UHS
continuous inkjet printer



Videojet DataFlex 6420
thermal transfer overprinter



The Bottom Line

New food labelling initiatives put pressure on manufacturers to ensure existing packaging equipment, printers and software can keep up with both regulatory and customer demands. Slowing your lines is not an option, so the need for innovative, high-speed printing solutions flexible enough to meet virtually any food labelling application is vital.

Videojet understands the importance of balancing the needs of your retailers, consumers and marketers with those of your production. As your demands continue to diversify, Videojet is ready to help. Contact your local Videojet sales representative for more information or a free consultation.

Call **0800 500 3023**
Email **uksales@videojet.com**
or visit **www.videojet.co.uk**

Videojet Technologies Ltd.
4 & 5 Ermine Centre, Lancaster Way, Huntingdon,
Cambridgeshire PE29 6XX / UK

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