



Continuous Ink Jet
Sasko Bakeries
Case study



Videojet 1000 Line printers help decrease code changeover time at Sasko Bakeries

Sasko Bakeries has a rich history that dates back to the early 1930's. It is a division of Pioneer Foods, which is the 2nd largest food supplier in South Africa. With its 15 modern bakeries throughout South Africa, Sasko is one of the leading players in the South African bread industry.

Each loaf of bread at Sasko Bakeries is packaged in a preformed plastic bag and sealed with a plastic closure on the end. Until two years ago, products were coded by hot stamping on each of the closures. The hot stamping process severely limited the amount of information that could be coded and stopped packaging lines for too long during code changeover. The introduction of the Videojet 1000 Line printers significantly simplified and sped up code changeovers while simultaneously bringing more code capability to Sasko's operations.

“After two years of using the 1000 Line printers, I can say that Videojet and Molenaar have kept their promise. The printer helps reduce changeover time, is easy to use and runs smoothly in our tough environment.”

Anton de Leeuw, National Operations Manager
Sasko Bakeries



Videojet’s 1000 Line printers helped Sasko decrease code changeover time and increase coding flexibility.



Hot stamping of bag closures was inconvenient for Sasko consumers as they had to remove the product from the shelf to see the expiry code. While changing the expiry code location was desirable, it was not possible to hot stamp codes directly on the bag.

Sasko changes their code once per day across all of their production lines. With hot stamping, metal stamps are held against a heated block and the stamps must be changed out by hand with every new job to reflect the new code data.

Updating data for different jobs is a long process because the coder needs to cool down and then warm up again after the stamps have been changed. With the repetition of changing the stamps, poor print quality is a common occurrence as a result of worn or broken stamps. Additionally, human error is easily introduced into the process when operators incorrectly insert stamps, make spelling mistakes or lose the stamps all together. All of these can lead to downtime.

H.G. Molenaar, a Videojet distributor in South Africa, approached Sasko about upgrading to a Continuous Ink Jet (CIJ) printing solution that could print directly on their bags, eliminating the need to hot stamp on bag closures.

Additionally, with new regulations governing the traceability of food products, there was concern that customers could misplace the plastic closures and the code would be lost. Molenaar suggested that moving the code to

the bread bags would not only help ensure a permanent code, but also make the code more visible to the consumer on the shelf.

Sasko was interested in Molenaar’s proposition and decided to trial one of Videojet’s 1000 Line printers. After a demonstration, they decided to buy and install three 1000 Line printers on their lines. Sasko used the printers for three months and tested them thoroughly.

“We needed a solution that would work well in the harsh heat of our bakeries, and Videojet’s 1000 Line printers met our needs. Leaning on Molenaar’s deep industry experience and longstanding reputation in the industry, we decided to buy and install Videojet 1000 Line printers across all of our bakeries.”

Anton de Leeuw, National Operations Manager.



With bag closures being their only space for expiry information, Sasko needed large closures to meet their coding requirements. Unfortunately, the large closures still limited what they could print. Now that they have moved to a Videojet CIJ solution, they print directly onto each bag and are printing a two line code that includes an expiry date, batch and production information. Printing on the bag also gives them the flexibility to print even more content, such as promotional information. They also now have the flexibility to print codes anywhere on the bag instead of being just limited to its closure.

One of the other major benefits that Sasko has seen with the new 1000 Line printers is the simple and easy-to-use interface.

The 1000 Line printer features a highly intuitive interface that helps to streamline daily functions. It displays all of the printers' operational information, including exactly what is being printed.

“Across our 15 bakeries, we have 200 employees who interact with the printers on a daily basis. It is very important that each of them is comfortable operating the printers. With such an intuitive interface, it is easy for them to figure out how to use the printer,” explained de Leeuw.

The interface also offered other benefits for Sasko. Their production required the flexibility to change their printed codes as needed. With hot stamping, the code had to be changed daily on each printer, by hand. “We needed a printer with the functionality to change the expiry day automatically. Now changing over the codes is much easier and quicker,” said de Leeuw. The 1000 Line was able to solve this issue so operators at Sasko do not have to change the codes manually.

“When I was considering buying a CIJ printer, I was initially concerned that ink could cause a mess in the bakery,” said de Leeuw. Antiquated ink jet printers and makeup bottles have been known to leave a trail of ink around the facility as well as on the hands of operators. This is not so with Videojet’s 1000 Line printers that feature the sealed Smart Cartridge™ design. A revolutionary approach to printer ink and makeup, the self-contained Smart Cartridge fluid delivery system virtually eliminates spills and the internal bladder design helps ensure that all of the fluid in each cartridge is utilized. And with an embedded microchip that confirms that the correct fluid is being used, fluid-related errors are virtually eliminated.

According to de Leeuw, “We’ve experienced clean and neat usage with the 1000 Line. It is also so simple to replace the cartridges when the ink or makeup runs out.”

Additionally, the 1000 Line allows Sasko to run longer between preventive maintenance activities and to schedule maintenance time appropriately. “The 1000 Line printers do not give us any problems,” explained de Leeuw. Videojet’s CleanFlow™ printhead reduces ink build-up that can cause traditional continuous ink jet printers to go down. Therefore, the 1000 Line requires less cleaning and helps ensure longer runs.

“We have had a great experience with Molenaar and Videojet so far, and the 1000 Line is an excellent product. Therefore, we have already purchased new Videojet 1000 Line printers for our new packaging lines. I look forward to working with them in the future,” said de Leeuw.



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