

Improve productivity on your packaging lines



- Are you challenged to improve packaging line productivity?
- Do you want to monitor print results automatically?
- Is your line set up to rapidly respond to recalls?



Your dairy product packaging line challenges

By their nature, dairy products have short shelf lives, are susceptible to spoilage, and are at their best when consumed fresh. Dairy producers who can meet emerging consumer flavor and packaging needs will be best positioned to outperform industry averages.

Labeling on the product must be clean, clear, and readily visible.

It is important to consider the production implications of the product marking process, including throughput, marking effectiveness, printing quality control, and equipment maintenance.



Unreadable Code
The code is not clear and cannot be easily read



Incorrect Data
The variable data (country of origin) has been incorrectly selected



Invalid Date
An invalid date has been entered and printed



Missing Code
No code is printed



Misaligned Printing
Code is printed outside of designated area, making it unreadable



Unauthorized Access
An employee has the ability to enter inappropriate messages

Recall

If there is a food scandal or recall event, manufacturers and private brand owners must be able to respond rapidly and precisely to avoid negative effects on their global business.

According to the Rapid Alert System for Food and Feed Annual Report, issued by the European Commission, non-compliant notification has risen from 500 to more than 2000 during the past four years. Mislabeling represented almost half of the notifications in 2020.

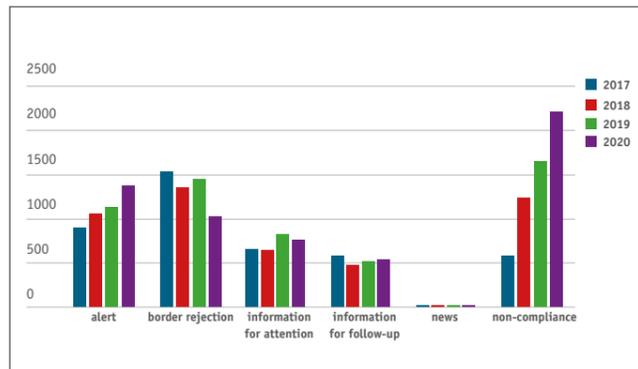


Fig. 1. RASFF/AAC: Types of notifications

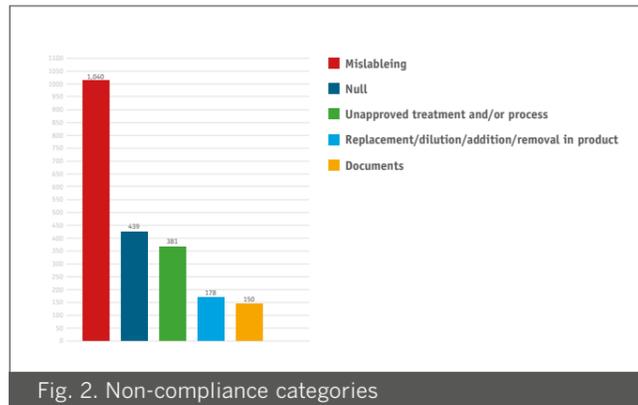


Fig. 2. Non-compliance categories

Source: European Commission The Rapid Alert System for Food and Feed Annual Report 2020
https://ec.europa.eu/food/system/files/2021-08/rasff_pub_annual-report_2020.pdf

A mislabeled product means that consumers and retailers are unable to read the expiration date and lot information, or that these details are incorrect. If there is an issue, consumers connect it not only with the product, but also with the brand behind it. Losing access to this key information means they are unlikely to purchase the product, eroding sales and potentially harming brand reputation.

Moreover, without the coding information on the product, stock cannot be rotated and managed effectively, and recall efforts can be significantly hindered.

Estimated losses from coding issues:



Issue with item marking:

€1 loss



Issue with case marking:

€20 losses

(for approx. 20 products in the case)



Issue with pallet marking:

€2,000 losses



Issue with pallet at retailer:

€3,000 losses

Productivity

Dairy industry margins are low – typically between 3-10% – so volume is important. This means that maintaining high productivity is essential to support profitability.

With so many demands on your operation, the printers and cameras on the packaging lines can become the focal point of your competing business needs.

Your sales department needs more products to satisfy growing consumer demands, marketing requires stylish packaging to attract consumers, regulators demand traceability of your products, and production must deliver quality product.

Achieving speed, quality, and more information – in less space – are all challenges for production managers looking to align stakeholders and manage productivity.

The wide variety of container shapes and materials used in the dairy market makes it important to select a centralized monitoring solution. Depending on the dairy production environment, the positioning of the printer and cameras could be different, but the central station remains the same to help ensure flexible integration and configuration.

Production manager challenges:

- Increased stock-keeping units (SKUs)
- Managing private brand products
- Different marking technologies
- Small production orders
- Increased production changeover
- Interim workers





Production manager nightmare

Manual process, different equipment set-ups for different brands:

You may not know the name of the Manufacturing Execution System (MES) or Enterprise Resource Planning (ERP), so you manually write down on the line and then document it on an Excel sheet. Sometimes there is a checklist:

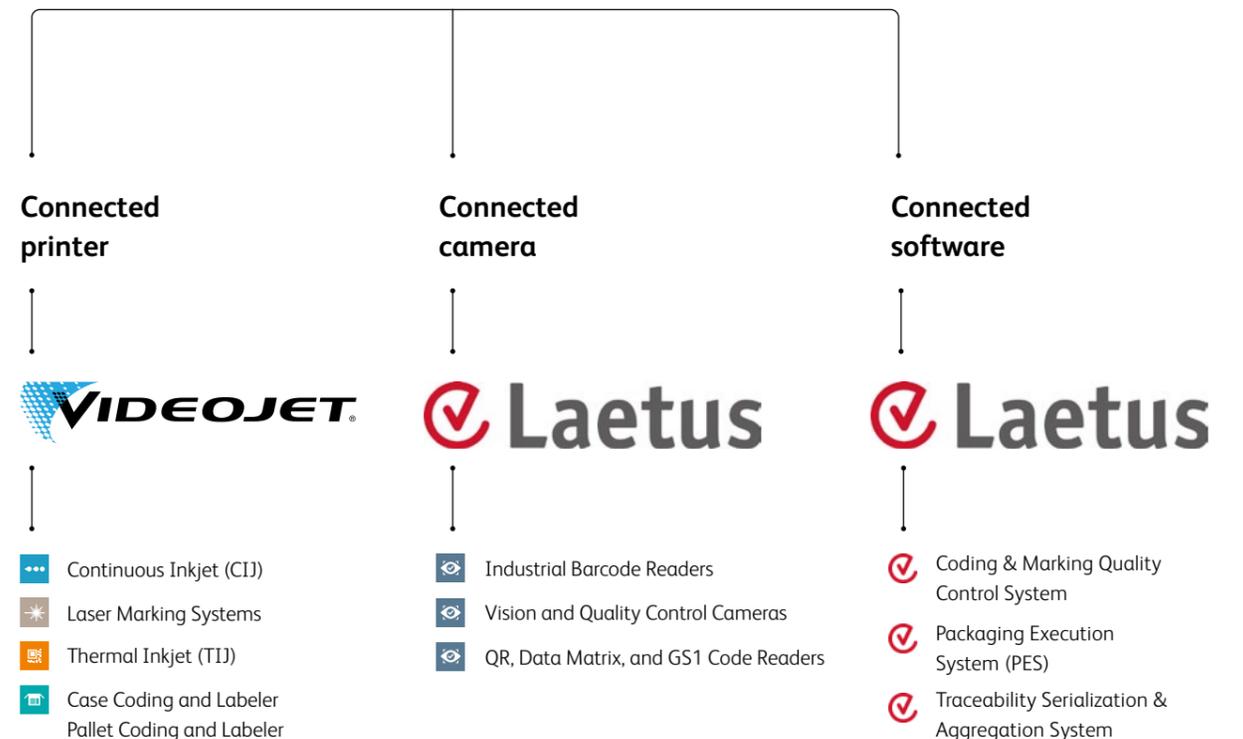
- Setting of machine is correct
- Manually apply label on paper batch report
- If the line stops, why and for how long?

Sleep soundly with an automated and centralized control point of all packaging lines:

- Quick assisted and automated line setup of printer and camera
- Guarantee the highest accuracy of the marking data on items, cases, and pallets
- Improve process efficiency by feeding production information to an upper-level system, including MES, ERP, SCADA, and more
- Connect the necessary marking devices, cameras, and process elements into a centralized platform



Connect to cameras and printers of the most known brands, allowing each line manager control of all packaging devices from a single point.



A central data solution for quality and security

It is critical to ensure that all product data remains accurate, registered, and retrievable. A GS1-compliant application verifies that printed codes are valid and inspected, avoids waste in the production flow due to bad printing, and supports security in the supply chain until the point of sale.

Production manager nightmare

Paper-based batch report:

The report must be stored internally for use if there is a claim on quality, or an audit. The storage time is related to the end date of the product. For example, with a three-month end date, the report is stored for six months. The need is greater if the product has a higher health risk (e.g. milk).

There is more work and greater risk with private brands, with more pressure from brand owners and a greater likelihood they will seek legal recompense if problems arise.

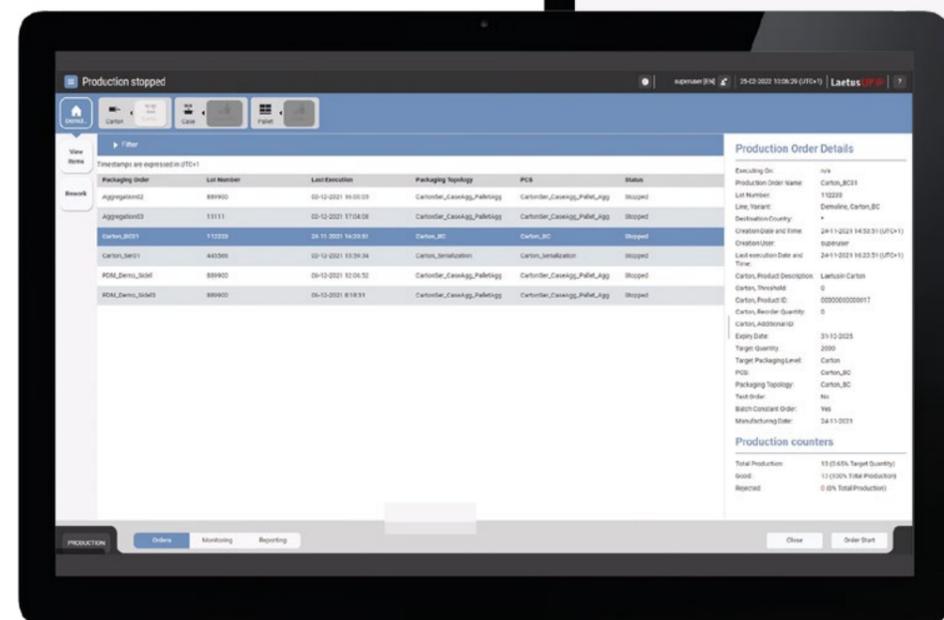
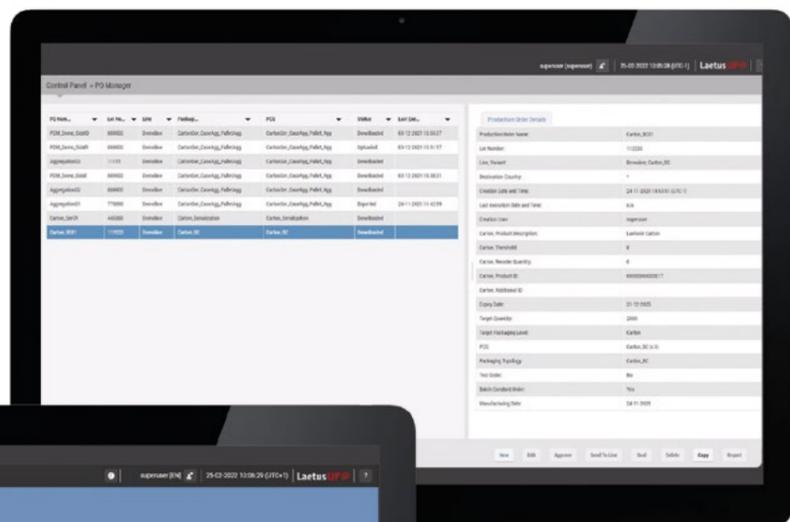


Sleep soundly with a digital batch report including personalized user-defined items and central database storage:

The report covers, but is not limited to:

- PO start time
- PO end time
- Quantity produced at each level (item, case, pallet)
- Number of rejections
- Reason for rejection
- List of SSCC of the pallet
- Batch number
- Best-before date
- Production date
- Machine running time

And user-defined items available for customization.



Production manager nightmare

Multiple stakeholders to confirm and validate a project:

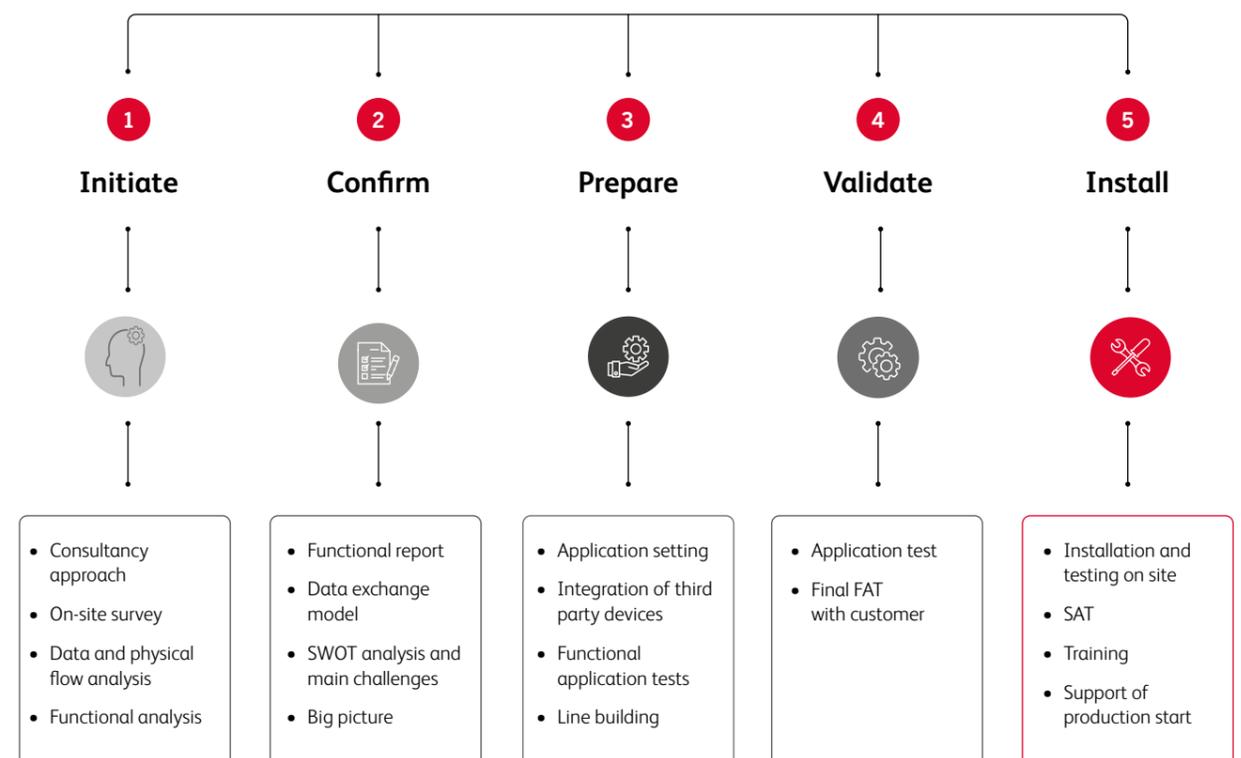
Bringing together several stakeholders to implement a project can be challenging and time-consuming, and may not achieve the most optimal result.

Sleep soundly with a free site survey and consultant-led solution from Laetus

Our project starts with a free site survey; consultants propose a solution that is the best fit for your production line.

A dedicated consultancy and deployment team, internal project managers, and array of experts in areas such as software, machines, and vision inspection work together to help ensure the success of your strategy.

Our team has integrated Laetus solutions into more than 400 packaging lines in the past five years, with a high level of acceptance of onsite SATs, delivering customized solutions that meet specific customer requests.



Meet your production, regulatory, and branding needs

Delivering consistent and accurate codes is critical to preventing product waste. Many production lines require operators to set up and select the correct information at the start of each batch.

Have you considered the benefits of automating your packaging line setup process?



Get it right first time



Right Label.



Right Product.



Right Market.

Know your process – no waste, no wait

Safeguarding production efficiency and product safety is critical given the short shelf life of many dairy products. Printing clear, readable codes helps ensure that retailers and consumers can safely purchase, manage, and consume your products.

Seamlessly supported by Laetus software, the Videojet range of print solutions provide labeling on countless packaging materials, including: plastic and glass bottles, metal cans, aseptic packaging, and plastic, paperboard, and flexible film containers.

See the coding challenges other industries are facing

Customer A



Industry

Problem

"Use By" year manually entered incorrectly. Discovered at retailer

Impact

Batch reproduction at a cost of €290,000

Customer B



Missing allergen information meant product had to be withdrawn from stores

€350,000 impact on producer from fines, logistics and reproduction

Customer C



Wrong packaging information, wrong labeling

Near miss – reworked at a cost of €35,000

Improve uptime, save money, and gain agility

A system combining Videojet coding, marking, and printing technology with Laetus quality control and Track & Trace systems provides significant operational benefits – increasing uptime, reducing errors, simplifying operations, and improving flexibility of response to changing needs.

It helps you achieve the best balance between production and marketing needs, and provides complete supervision of the packaging line manager's responsibility area.



Based on our combined experience working in the dairy industry, improving customer packaging lines from manual/semi-manual to full automation can:

Improve up to **5% of overall equipment effectiveness (OEE)**

Guide you to **reduce downtime by up to 96%**

Drive a **return on investment within one year**

Efficiency matters: improve your productivity now

Want to learn more? Get in touch with our experts today and find out how we can help you overcome your packaging line challenges.

Contact us today

www.pages.videojet.com/dairypackaging



We partner with you at every stage, from initial contact, through implementation of our solutions, to ongoing support.

- Leader in Vision Inspection and Track & Trace
- More than 45 years of experience in dairy, food & beverage, pharma, and cosmetics industries
- Project management from consultation to implementation
- Quality management through validation
- Flexibility when integrating solutions through a modular approach
- Training academy with individual offers
- Worldwide technical support, partly in local languages

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We work with customers around the world, with our products printing on over ten billion items daily.

- World leader in product identification
- More than 400,000 printers installed worldwide
- In-line printing, coding, marking, application-specific fluid, and product life cycle solutions
- Helping you improve productivity, protect and grow your brand, and stay ahead of industry trends and regulations
- Self-cleaning technology that maximizes uptime
- Support from 4,000 team members in 26 countries
- Distributors and OEMs serving 135 countries

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