VIDEOJET®

Eggs
Egg Carton Coding with Continuous Inkjet

The challenge

Older carton coding technologies, like ink stamps and labels, are prone to printing challenges. These challenges make it difficult for consumers to read the freshness information and reflect poorly on the carton brand. Is there a better way to create readable codes on all of the different egg carton styles and materials?

The Videojet advantage

Videojet's highly reliable continuous inkjet (CIJ) printers provide reliable operation with a contactless, self-cleaning printing solution. Our printers are designed to support your growing business while simplifying daily operation by reducing errors, alerting of potential problems and significantly eliminating wasted time tweaking equipment.

Egg carton coding with inkjet

Carton codes are important because the traceability and expiration information ensures a minimum level of traceability and provides consumers an idea of the eggs' freshness. Deploying a reliable, legible, and flexible solution gives confidence of worry-free operation on a variety of egg carton materials.

Improve legibility

Older technologies can often create hard to read traceability codes, making it difficult for consumers to make good buying decisions. These technologies rely on physical contact with the egg carton. This leads to poor print quality because of the difficulty in consistently contacting the carton.

CIJ printing is contactless which creates great looking, highly legible carton codes. CIJ printers are capable of printing accurately on the slightly uneven surface of an egg carton. Using Videojet inks will allow you to increase the performance of the CIJ printers. Also, the inks are capable of printing on all types of cartons.

Better brand impression

The carton code is often the first impression a consumer gets after opening the egg carton to check for cracked eggs. If the carton code is illegible, consumers typically return the carton to the shelf and all the hard work creating great eggs and good-looking packaging is wasted.

CIJ's highly legible codes will help consumers believe in the quality and perfection across your operation, from egg production to final packing. This is particularly important for specialty eggs where consumers are paying a premium for a high quality product that meets their lifestyle choices. Highly legible codes solidify your reputation as their provider of choice.

Easier to operate

Older technologies require daily attention and upkeep. Just keeping the date current requires someone to attend to every stamping mechanism every day. With labels, someone has to load labels every time the roll runs out, and someone has to remove unused labels during a product changeover.

With proper set up and integration, CIJ code content can update automatically, eliminating worries about having the right information on the carton. This can occur automatically on a daily basis, updating both Julian pack date and 'Sell By' and 'Best By' dates. Conversely, the printers can be integrated with the grader so that the grader automatically controls everything. Product changeover is simple and practically without any waste.

Improve flexibility

Older printing technologies are often fixed data devices. They can't dynamically change information, since they are not digital technologies. If a new customer asks for different information to be printed on their cartons, someone will have to develop new stamps or get different labels designed and purchased. Changing requirements are difficult to meet with older technologies.

CIJ codes can be quickly changed right on the printer so that you can rapidly react to an existing customer's change or the needs of a new customer. This increased flexibility can translate to improved business agility and increased confidence in attracting new business.

Improve serviceability

Older technologies have limited to no capability of detecting errors and limited capability of alerting staff to problems. Stampers can't alert anyone that the code is incorrect or that the stamper isn't adjusted properly, so there is no warning before things go wrong. Labelers have limited ability to ensure that the labels are properly placed on the carton. Additionally, daily operation requires maintaining the right levels of supplies in the printers throughout the day.

CIJ printers can alert the user and even the grader if there are printer problems that might lead to poorly printed codes. Since the printhead never touches the carton, CIJ printers are not susceptible to print errors common with contact-based coding devices. Many Videojet 1000 Line printers include our CleanFlow™ printheads which are designed to reduce printing errors associated with dirty printheads. Also, daily operation is simpler on 1000 Line printers because the printers warn of low supplies, are designed to make ink loading easy and help prevent problems by only allowing the right inks to be loaded in the printer.

Inkjet on polystyrene carton

Poor stamp code on carton

Inkjet on paper carton

The bottom line

CIJ printing on egg cartons has many benefits over older technologies. By switching to CIJ, the carton code's legibility and the reliability and flexibility of the printer operation will improve because of its unique operating features.

Add to that the operational improvements achievable with CIJ printers to alert of problems, to help prevent simple errors, and to simplify changeover and daily support; CIJ offers a compelling contrast to older technologies. In addition, CIJ also offers many opportunities to improve brand impression and increase selling capability.

Videojet is a leader in CIJ printing solutions. Ask your local Videojet representative for assistance on how to specify and design a CIJ egg carton coding system that will perform reliably for years to come.

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