



## Application note



Label print & apply

# Videojet helps beverage companies boost throughput and efficiency

## The challenge

Beverage operations typically produce, package and ship large volumes of product. Speed and accuracy are paramount to meeting production requirements and producers can't afford to have a bottleneck in their case coding process when their labeling systems can't keep up or aren't available for production. Labeling systems using LPA technology have remained essentially unchanged for over 20 years and most designs are no longer adequate to match line speeds, or to provide the type of uninterrupted operation that is required. Moreover, in 24 hours a day, 7 days a week production environments, it is impossible to make up for the inefficiency by running longer.

## The Videojet advantage

The Videojet 9550 Label Print and Apply (LPA) System offers a fundamental change in the approach to LPA systems. The 9550's print engine and applicator are designed to work as a coordinated system that directly applies each label, enabling speeds that weren't previously achievable when a separate mechanical tamp was required.

With Intelligent Motion™ Technology, the 9550 also helps improve throughput by eliminating the requirement for frequent manual adjustments of the labeler. Additionally, the system eliminates more than 80% of the wear parts that have traditionally been a cause of maintenance-related downtime, and offers simple ribbon and label changes in 60 seconds or less.

## The customer need

Beverage producers are required to provide key product-related information in human readable and bar code form on shipping and bulk sales containers for logistics and inventory control. Applying labels with the necessary information is often the best approach due to the ability to achieve high grade bar codes, and the system can be used on essentially any packaging material.

Multiple large beverage producers came to Videojet seeking a solution to their issues with their existing non-Videojet LPA systems. Their issues included:

**Insufficient speed:** As the printer and applicator essentially operate independently, the printer produces the label in advance and holds it on the tamp via vacuum until it is ready to be applied. This multiple step process, combined with the need for the mechanical stroke of the tamp, often limits throughput to under 80 packs per minute.

### Downtime due to:

- Misapplied labels and label jams that require line stops to clear and realign
- Frequent system adjustments
- Repair of wear parts
- Extended change time for ribbons and labels
- Inconvenient and cumbersome process for loading new jobs

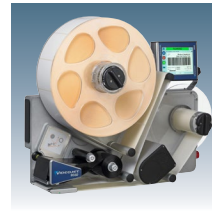
Having production back-ups because of the inefficiency of their LPA was not an acceptable outcome for these producers, so they learned to implement workarounds. This typically included significant additional investment in equipment to have multiple units on a line to share the printing load or to serve as a back-up when another unit became unavailable. These equipment workarounds also required changes in maintenance and operation procedures to compensate. Inefficiencies and downtime led these producers to search for a "better way," which they found in the Videojet 9550 LPA system.

## The result

By customer request, the 9550 was put into field trials in these high-volume, 24/7 applications and time after time, it proved that there is indeed a better way to print and apply labels. In several cases, one Videojet 9550 was able to replace up to four existing LPA systems per line – as a single unit with a capacity of 150 packs per minute. The 9550 was able to keep up with the throughput requirements and proved reliable enough that a spare was not required to be sitting on the line in the event that the LPA should go down.

The customers using the 9550's were thrilled with the performance of their new machines. With less units, and no longer needing on-going manual adjustments or to “unstuck” misaligned labels, their maintenance team was freed up to deal with other critical issues on the line. One customer reported, “Our LPA systems used to be on top of my list of downtime events, but with the 9550, now they are not even on the list.” Moreover, another customer stated, “There is no way you are getting this machine out of here. It's completely changed how my maintenance guys spend their time, and they would be very upset if I let you take it back.”

Designed to help producers to never miss a label and eliminate jams, the Videojet 9550 LPA system can help improve your throughput and keep your lines running, even in high speed, 24/7 environments. With less required maintenance, and ribbon and label changes in 60 seconds or less, the 9550 empowers your maintenance staff to concentrate on other line needs. For improved throughput and efficiency, consider the Videojet 9550 LPA system for your demanding production.



## The Bottom Line

Working closely with multiple major beverage producers, Videojet was able to help them reduce downtime, improve throughput and enable their maintenance personnel to focus on more critical tasks. By stopping their existing LPA-related production bottlenecks, the Videojet 9550 LPA system quickly provided value and helped keep their lines running. Additionally, the consistency and dependability of the 9550 eliminated the need for costly workarounds to make sure that production continues, which was not the case with their old LPA systems. Videojet is committed to providing its customers with innovation that maximizes uptime, minimizes maintenance and simplifies production.

**For information on how Videojet can help improve your LPA process, contact your sales representative today or visit [www.videojet.com](http://www.videojet.com).**

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