



## Increase efficiency by reducing package coding errors from the coding process

By Nicola Rapley



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**Nicola Rapley, Marketing Manager for cosmetics, personal and homecare, at Videojet Technologies, looks at the integral role a printer plays in enhancing and protecting a brand through consistent, repeatable quality codes.**

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## Protecting your brand and the supply chain

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The cosmetics industry has seen many changes over the past five years, with evolution in packaging formats and materials, consumer demand for convenience as well as huge growth in men's personal care products being just some of the drivers. **Handling many different products and batches, with multiple changeovers, can open the door to coding mistakes, which can have an adverse effect on brand reputation.**

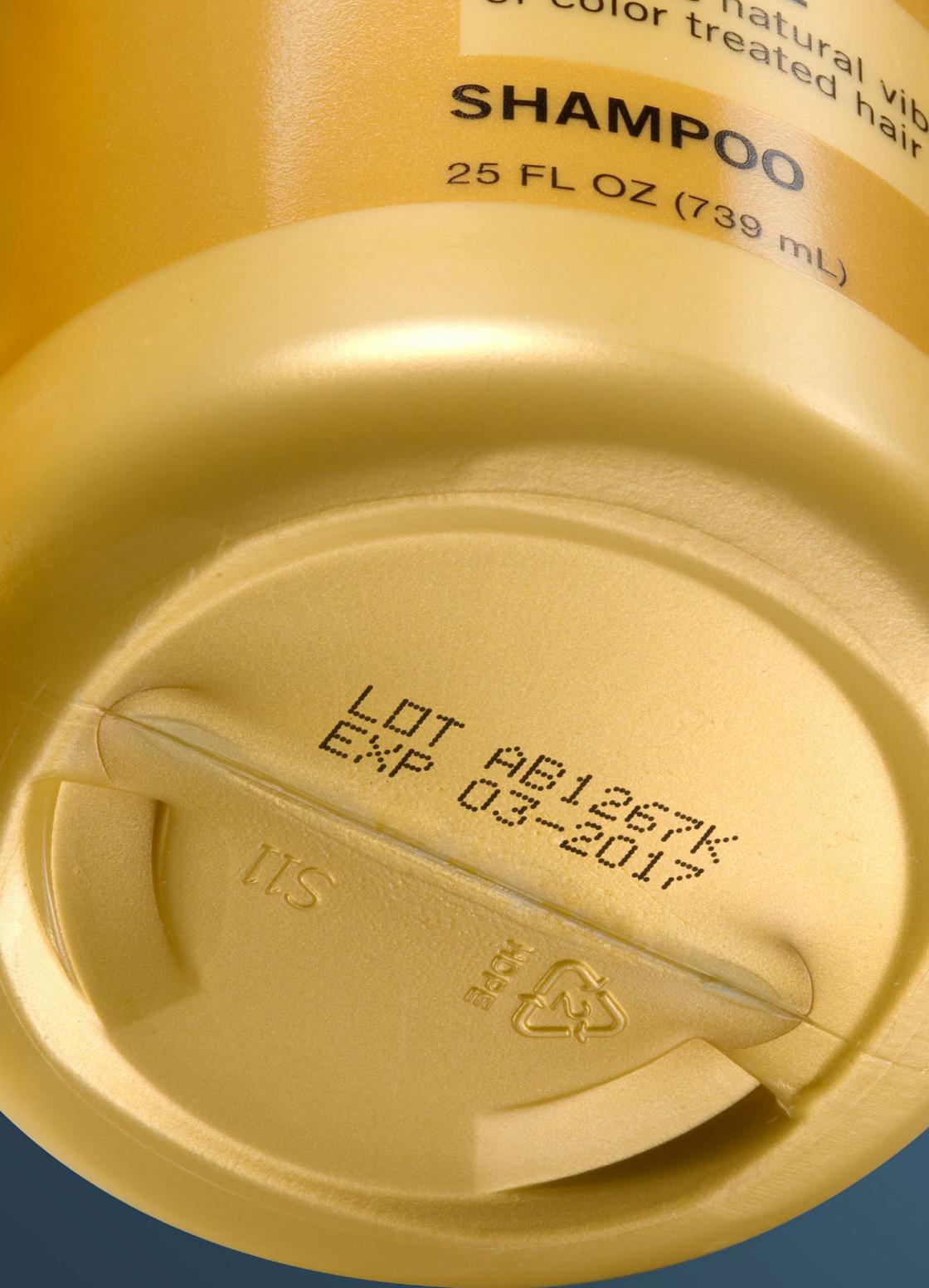
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**“As many companies focus on making their operations more efficient while protecting the brand image and reputation, getting codes right isn't just important – it's crucial. In this article, we take a look at fundamental considerations you need to undertake in order to avoid packaging errors that impact your bottom line”**

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**Defending the reputation of your business and your products is not easy. Product diversion to unauthorized channels and counterfeiting can reduce profits, tarnish brand image and create safety risks for your customers. Advanced coding technologies and supporting software solutions, however, can give you the supply chain control you need to prevent these threats.**



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## Prevention is better than cure

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**A survey conducted by Videojet found that 50 to 70 percent of coding errors are caused by operator error, with the most common mistakes consisting of incorrect data entry and job selection.**

Introducing more quality checks during the packaging operation is not the resolution and does not address the root of the issue – why the wrong codes are being entered in the first place. Taking proactive countermeasures to eliminate errors will help increase plant efficiency, and ensure that you are compliant with industry and retail coding standards.

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# Code Assurance: Approach to Coding Quality

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Code Assurance is Videojet's comprehensive approach to preventing or virtually eliminating errors in the coding and marking process. We believe that human-machine interfaces – including both hardware and software components – can and should be designed to simplify data entry and help prevent operator errors, both at code entry and job selection. We firmly believe the structural flow of coding processes can be redesigned to minimize operator interactions and reduce the risk of errors, even to the point where automatic distribution of correct codes to the correct printers for the correct jobs, becomes the norm.



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## Four steps to success

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The Code Assurance methodology relies on four basic principles which are integral to avoiding packaging errors.

- 1** First, we recommend that manufacturers simplify message selection, so the operator selects the right message for the right job.
- 2** Operators should have input to the absolutely essential points of contact only.
- 3** Automating messages as much as possible with pre-defined rules helps prevent incorrect entries.
- 4** Manufacturers should use authoritative data sources – such as manufacturing execution system (MES), supervisory control and data acquisition (SCADA), enterprise resource planning (ERP) or other enterprise IT systems – so that the appropriate information is pulled to the printer automatically when the operator selects a job.

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