



Print & apply
labeling
Steuben Foods
Case study

Steuben Foods tests new Videojet automated pallet labeling system

Steuben Foods is a leader in low-acid aseptic food and beverage manufacturing. With a broad portfolio of processing capabilities and packaging formats, the company works with some of the most established food companies in the world to co-manufacture fresh, delicious, and nutritious products.

Located just outside of Buffalo in Elma, NY, Steuben Foods invests in top technology, a world-class team of scientists, quality ingredients, and an R&D facility. Steuben takes pride in their leading aseptic processing and packaging capabilities, with freshness, quality, and convenience being their top priorities when manufacturing their customers' products.

Steuben has been a valued Videojet customer for years, utilizing their print and apply labeling equipment to adhere labels to shrink wrapped pallets.



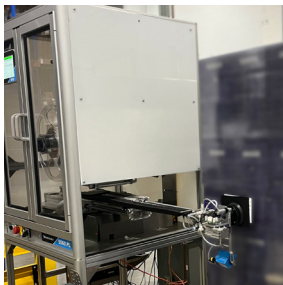
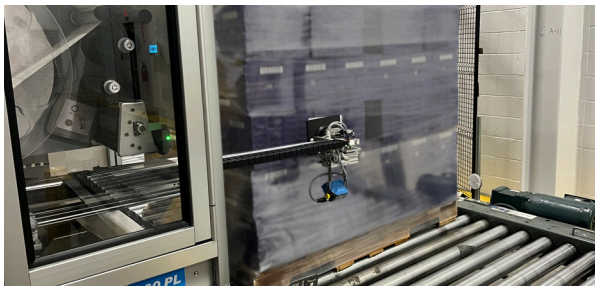
As a part of their new product development process, Videojet tests new offerings at customer sites to assess performance and receive feedback to make informed equipment changes and improvements. In 2023, Videojet asked Steuben to test an alpha unit of their new pallet labeling system – the Videojet 9560 PL – and they agreed.

The Videojet print & apply product that Steuben Foods had been using to label their shrink wrapped pallets – dubbed “Slappy” by the Steuben team – was reliable, but outdated. The Videojet product team met prior to the installation of the 9560 PL to develop a detailed plan. They worked closely with Steuben to complete a flawless installation and adoption. Steuben had been applying labels to only two sides of their pallets, but for the trial they agreed to apply to three sides: front, adjacent rear, and rear. They produced over 20,000 successful label applications during the trial period.

The reaction to the 9560 PL system was very positive. Jason Springer, Sr. Project Engineer for Steuben Foods, noted that the installation went very smoothly.

“We planned a full day for install, but it only took the morning, with some programming issues that needed to be worked out on our side,” said Springer.

Steuben Foods ran the pallet labeler for two and a half months. With the local Videojet service team checking in weekly, the test period was a success.



The operators loved the ‘how to’ videos embedded in the unit to help with operation and maintenance, and said the HMI was “fantastic” – very user-friendly and intuitive. Springer added,

“They said the interface was simple to navigate and the system itself was easy to use, maintain, and service, with the tamp pad being very reliable and the print engine experiencing no issues”.

Additionally, tasks such as replacing the labels and ribbon were straightforward and trouble-free.

A unique aspect to the application was that the pallets were slightly turned when the 9560 PL was ready to apply the labels. This resulted in labels that weren’t pressed completely. The fix to this was to adjust the positioning of the pallets, so that the labels were firmly adhered, alleviating the issue. But the Videojet team also took this customer feedback and made engineering changes for future projects to address situations like this. Customer trials are critical for getting information like this, and the data is extremely valuable in making product design improvements.

Initially, Steuben Foods agreed to the trial just to help Videojet with their new product testing. However, after the system’s performance, there is strong consideration to purchase a 9560 PL. Whatever system they decide to replace “Slappy” with, Videojet will be their print and apply labeling solution of choice.

The Videojet® 9560 PL Pallet Labeling System

The Videojet 9560 PL is a reliable, automated pallet labeling system that helps reduce warehouse costs and pallet labeling mistakes.

The Videojet 9560 PL automated pallet labeling system is specifically engineered to function in demanding conditions. **Capable of covering two or three sides and applying up to four labels, it can process up to 120 pallets per hour** across diverse applications. The system verifies label accuracy and reprints incorrect labels as needed, to help ensure error-free operations. The 9560 PL also facilitates secure warehouse management and adherence to industry regulations.

With Intelligent Motion™ ribbon drive technology, the 9560 PL offers a **clutchless, adjustment-free system** that delivers reliable pallet label application with the intelligence needed for today's automated production processes.

- **Increase uptime** from automatic reprinting of unreadable labels and a rotating tamp pad that applies the correct label in the opposite orientation
- **Never miss a label**, regardless of line throughput, labeling up to 120 pallets per minute
- **Labeling arm extends up to 700mm** beyond the enclosure and applicator swivels 90° in both directions for front or rear placement
- **Precisely apply GS1-compliant bar code labels** on up to three sides of a pallet, up to 120 pallets per minute
- **Embedded Wi-Fi for easy connection** to production and warehouse management systems



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