



Service Capabilities
Bell's Brewery
Case study

Bell's Brewery Taps into Videojet's Proactive Service Capabilities

As Bell's Brewery grew and acquired Videojet marking and coding equipment to apply date codes to glass bottles, cartons, and five liter containers, they actively sought service agreements with Videojet. Now, after years of successful production with well-maintained Videojet equipment, Bell's continues to add Videojet equipment and enjoy all the benefits provided by Videojet's Care Packages.

Bell's Brewery, Inc. began in 1985 with a 15 gallon soup kettle and a quest for better beer. Since then, they've grown into a regional craft brewery that employs more than 200 people over an 18-state area in addition to Puerto Rico and Washington, D.C., USA.

They currently brew over 20 beers for distribution along with many small batch beers that are served at their pub, the Eccentric Cafe, in Kalamazoo, Michigan. Bell's ongoing goal is to brew thoughtfully, creatively and artistically.

After dabbling in the homebrew business for a brief period in the early 1980s, Larry Bell launched Bell's Brewery in 1985 and started selling beer in Kalamazoo. Initially brewed in a 15 gallon soup kettle, the beer was bottled and delivered personally by Larry and his small staff of nine employees. Within four short years, the company grew from producing 135 barrels to over 500 barrels per year. Bell's Brewery assigned its first wholesaler to further establish itself across the state of Michigan. Today, Bell's has a capacity of more than 500,000 barrels annually with more than 20 beers in its lineup.

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Jason Moored, Videojet Technologies Certified Service Engineer



In 2003, Bell's Brewery saw the demand for craft beer grow dramatically and decided to open a new production brewery in nearby Comstock, Michigan. Not only did the company need to acquire brewing equipment, but also a professional packaging and coding solution that would allow Bell's to distribute its product to a wider customer base.



“We were able to acquire two Videojet continuous ink jet printers as part of a larger purchase of packaging equipment,” says Michael Fuerst, Packaging Manager, Bell's Brewery. The printers produce clean, high contrast codes and are ideal for printing on both paper labels applied to bottles and directly onto Bell's Brewery's stainless steel keg cans.

Since downtime is costly in the bottling industry, especially when high speed lines must run continuously, one of the first things Bell's did after acquiring the printers was to contact Videojet to set up a service contract. Each Videojet Care Package provides on-site service as well as preventive maintenance visits, additional operator training and priority services.

Jason Moored, Certified Service Engineer for Videojet, has been involved with Bell's from the very first maintenance call. “Under the Care Package, we were able to help Bell's integrate the Videojet ink jet printers into their production line smoothly and solve their adoption challenges,” says Moored.

Before long, Bell's realized they needed to expand their coding protocol so that they could print more information on a greater variety of materials. “This time we actively sought Videojet's coding solutions. We were happy with how it had worked out previously with the service contract and it made sense to stick with the same coding vendor rather than using different platforms,” says Fuerst. For Bell's, flexibility was

critical as the company needed to add printers to three different packaging lines: one upstream to code directly on glass bottles; another to code on the outside of cartons before they go to the palletizer; and the last to code on the company's five liter line as the containers move to the filler.

By purchasing Videojet service contracts for the three new printers, Bell's could once more tap into Videojet's expertise to quickly get the equipment onto their production lines and set up the coding parameters for the three different applications.

Over the years, Bell's has utilized various offerings provided with their Service Care Package including unlimited service visits and 24x7x365 technical phone support. The company also takes advantage of Videojet's preventive maintenance offering, which provides Bell's with 360° printer health-checks to keep its equipment in excellent condition and maximize performance and productivity. If a service visit is needed, Videojet has a team of twelve Service Engineers in the Bell's Brewery region. “Because we have the largest field service organization in the industry, we are able to spend more time on-site with our customers to provide preventive maintenance and additional training. More importantly, whenever service is needed, we are able to get to our customers much faster than the competition can, helping our customers save downtime cost,” adds Moored.

Videojet offers consultative support when a company hires new operators, sets up a new



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Michael Fuerst, Packaging Manager, Bell's Brewery

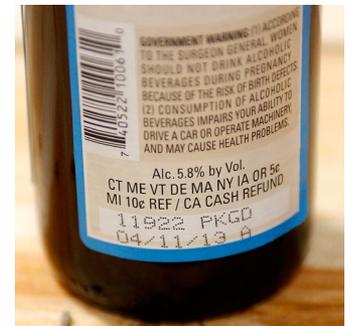


Jason Moored, Videojet Service Engineer, and Michael Fuerst, Bell's Packaging Manager

production line, receives a new coding requirement from their customers, or needs to code on a new product. “We appreciate Videojet’s willingness to spend time at the end of a maintenance call explaining what caused the problem, what was done and why, and the standard procedure we should follow to prevent the same problem from happening again. All of which is very helpful,” says Fuerst. “And impromptu training helps increase our institutional knowledge of the equipment so that we can become more self-sufficient in the future.”

For Bell's, optimizing the performance of each component of its coding equipment is critical. The equipment represents a significant investment of the company's resources and the expectation is that it will be well-maintained and properly functioning. “With the Videojet service contract, we are guaranteed to get an expert like Jason, someone who knows what they are doing and can get the job done right. This means I don't need to pull one of my employees off of a more important project to fix a coding problem, and that is a tremendous benefit,” explains Fuerst.

Designed for new Videojet equipment as well as printers that have been in service for years, Videojet's Care Packages help businesses stay ahead of their maintenance needs with proactive service options. Whether the service goal is to minimize downtime risks or maximize performance, Videojet offers all-inclusive service and maintenance solutions with fixed costs.

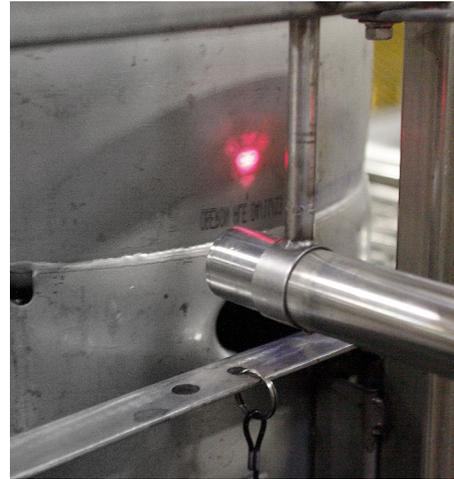


Bell's Brewery chose Videojet's Service Care Package to get their equipment into optimal shape and to put the printers' maintenance in the hands of Videojet's expert service team.

Videojet Service Care

- **On-site support provided by over 200 certified Field Service Engineers**
- **Quarterly preventive maintenance visits**
- **360° printer health checks to maximize performance**
- **Help with improving print quality and addressing coding challenges**
- **Year-round priority service to address unanticipated needs quickly**
- **Additional training available for new hires, new applications and new set-ups**
- **Technical Phone Support available 24x7x365 with access to Videojet experts when needed**
- **Parts management to virtually eliminate parts purchasing transactions and inventory**

Videojet's Service Care Package™ provides peace of mind with preventive maintenance, quarterly checkups and service calls



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