

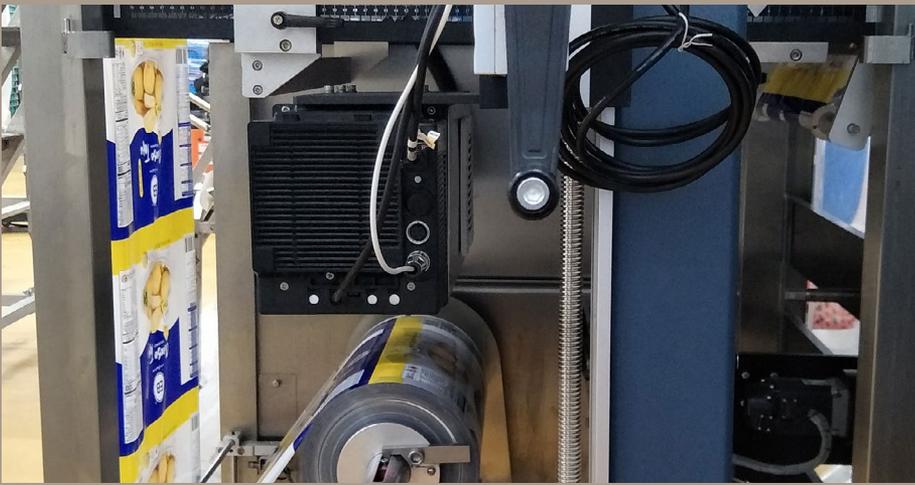


✦ Laser Marking
EB Frozen Food
Case study

Laser marking system at EB Frozen Food delivers high-quality, permanent codes that reflect product quality

EB Frozen Food is a Malaysian-based industry leader in exporting Finger, Dim Sum, Western, Japanese, and Oceanic foods to over 28 countries at a rate of 450 tons per month.

For over 25 years, the mission of EB Frozen Food has been to deliver the freshest products with the highest quality assurance to customers around the globe. Coding and marking are essential functions on EB Frozen Food's production line to help distribute fresh, delicious, quality products that consumers can eat with confidence. EB has used Videojet thermal transfer overprinting (TTO) and continuous inkjet (CIJ) technology as well as competing CIJ and UV laser technologies in the past to help ensure their consumers are enjoying EB Frozen Food products at their peak freshness. With the release of the new value-priced Videojet 3210 CO₂ laser marking system, EB Frozen Food was interested to see how it could meet their production needs.



The EB Frozen Food plant floor utilizes a variety of equipment to meet production needs for a large range of products going to many different locations across the globe.

Many operators are typically interacting with several different pieces of equipment within a shift, which means easy to use equipment is essential. An intuitive interface that utilizes easily understood menus and options can help minimize operator interactions, decrease mistakes, and lessen downtime.

Ease of use

Very quickly upon setup, EB Frozen Food was able to see the benefits of the Videojet 3210's intuitive interface. A particular point of satisfaction was the ease of moving the print location. The Videojet 3210 features a pilot laser beam that can demonstrate the marking field for optimal positioning. The pilot beam coupled with simplified user menus allows an operator at EB Frozen Food to quickly modify and test different print locations within minutes. Additionally, the Videojet 3210's auto-start feature delivers time savings by removing manual start-up tasks at the beginning of a production run. When there are a variety of products moving through a plant such as EB Frozen Food, simplifying the print positioning process can mean less wasted time and product, because mistakes are minimized through an easy-to-use solution.

Another way the Videojet 3210 proved its ease of use was in operator training. Operators at EB Frozen Food were able to be fully trained on the Videojet 3210 in under an hour. This quick training time was achieved thanks to the Videojet 3210 setup wizards. Should an operator be unsure on how to proceed on maintenance or other functions of the printer, the Videojet 3210 wizards guide the operator with explicit instructions on how to complete the task required.

Integration

EB Frozen Foods utilizes both vertical and horizontal form fill and seal machines within their plant. Integrating coding technology on the vertical form fill and seal machines can be a tricky process, as demonstrated by the unit on EB Frozen Food's line, which has little room for integrating additional technology within it.

Thanks to the small compact footprint of the Videojet 3210, it was able to slide in the vertical form fill and seal machine without major modifications. The Videojet 3210 also integrated into the form fill and seal machine without the need for an external source control unit or a cooling unit, which the competing UV laser cannot accomplish. For EB Frozen Food, this means valuable floor space can be freed up.

Additionally, the Videojet 3210's 1,300 characters per second marking speed could handle the filler's rate of 60 nylon bag units per minute with four lines of high-quality, easily-legible code.





**Videojet® 3210
Laser Marking System**

Quality

As a market leader in the frozen food space, the appearance of quality is a source of competitive advantage for EB Frozen Food.

Quality in packaging can be seen in details and consistency. For marking and coding, this means consistently clear and concise codes that reflect the quality of the products they are marked on.



One of the key advantages that the Videojet 3210 brought to EB Frozen Food's line over their current CIJ and TTO technology was the ability to create permanent codes on packaging. By utilizing laser technology, EB Frozen Food can eliminate missing print claims by customers in key markets. Furthermore, laser technology has the added benefit of eliminating the need for consumable inks and ribbons used by CIJ and TTO technologies. This helps simplify maintenance and reduces hazardous waste removal routines.

The Videojet 3210 was able to take the benefits of laser technology for EB Frozen Food a step further with its high-quality German engineered design with a renowned laser source. By having a 50,000-hour laser source life and a superior component design, the Videojet 3210 can provide extended printer run times compared to other competition in its price range. At EB Frozen Food's production rate of two shifts per day for a combined 16 hours, a longer laser source life is a big win!

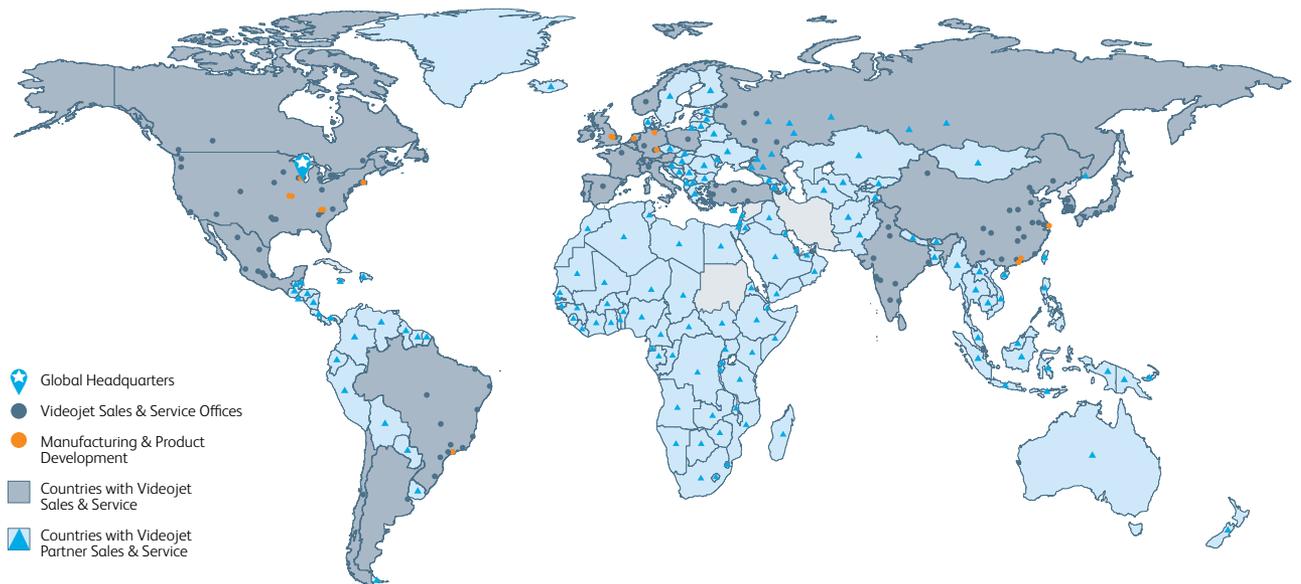
During the trial, EB Frozen Food found that the Videojet 3210 was easy to use and integrate, thanks to its intuitive operator-focused interface and high-quality design. Since the trial, EB Frozen Food has purchased an accessibly-priced Videojet 3210 unit and ordered additional units for their other production lines.

Peace of mind comes as standard

Videojet Technologies is a world-leader in the product identification market, providing in-line printing, coding, and marking products, application specific fluids, and product life cycle services.

Our goal is to partner with our customers in the consumer packaged goods, pharmaceutical, and industrial goods industries to improve their productivity, to protect and grow their brands, and to stay ahead of industry trends and regulations. With our customer application experts and technology leadership in Continuous Inkjet (CIJ), Thermal Inkjet (TIJ), Laser Marking, Thermal Transfer Overprinting (TTO), case coding and label 400,000 printers installed worldwide.

Our customers rely on Videojet products to print on over ten billion products daily. Customer sales, application, service and training support is provided by direct operations with over 4,000 team members in 26 countries worldwide. In addition, Videojet's distribution network includes more than 400 distributors and OEMs, serving 135 countries.



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