



Large character  
inkjet  
**Gonnella Baking  
Company**  
Case study



# Gonnella Baking Company tests new Videojet ink for large character printing

**Since 1886, Gonnella Baking Company has maintained a commitment to superior quality bakery products combined with attention to customer service.**

For over 30 years, Gonnella has nurtured and maintained a strong presence as a national supplier of the highest quality frozen dough for in-store bakery and food service operations. The Gonnella frozen dough production facility in Schaumburg, IL USA has been in operation since 1980. This location produces dough, freezes the loaves, and then ships the product to bakeries for local baking. The frozen dough is sent to customers such as sandwich shops, grocery stores, and other retail locations that have the ability to bake their bread on site.



**This Gonnella production facility produces approximately 100,000 cases of frozen dough each week. The number of loaves in each case is determined by both the size of the case and the size of the loaf being produced. They run two ten hour shifts each day, with four hours in between for cleaning the line or fixing any issues that may arise.**

The frozen dough is manually loaded into the corrugate boxes, and then the boxes are run through a sealer to seal them shut. The next step is the code applied by the Videojet 2340, and then the final case is sent past a metal detector, to ensure there are no foreign particles in the case.

The Schaumburg location runs four production lines, and utilizes three Videojet 2340 large character inkjet printers to apply production information on the sides of the cases that the frozen dough is shipped in.

The Videojet printers have been on-line for about ten years, and produce high-quality, easily readable alphanumeric text and bar codes. The code on the case normally contains the plant number, 'best if used by' date, packed date, and other internal production information.

The standard Videojet ink that Gonnella had been using in the 2340 printers was M512. During the development of a new ink, Videojet asked Gonnella if they would be a test site and provide valuable feedback on the ink's performance, both on the cases and in the printer.



The new ink M533 is a darker black version of the previous formulation. The new ink was used on Gonnella's lines for two weeks, and they noted that there was no issue with how the ink performed and the quality of the codes was not affected. They also confirmed that the new ink was noticeably darker and bolder.

M533 is a dark black, mineral oil-free ink from Videojet. This ink delivers high-resolution codes and is specifically designed for printing on porous materials such as corrugated boxes, cases, paper, paper board cartons, and wood substrates. Gonnella's production runs are scheduled according to final customer delivery, with different cases used for different brands. Box colors can vary from white to standard brown corrugate, and M533 ink delivers excellent contrast on either case color.



**Inkjet codes on Gonnella cases from Videojet ink M533 (top) versus M512 (bottom).**

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