



... Yantai Xiwang  
Food Co., Ltd.  
Case study

# Xiwang uses Videojet coders to stick it to the competition

Yantai Xiwang Food Co., Ltd., founded in 1996, is the largest meat processing company in the Shandong province of China with more than 500 employees. It produces products under the Siwin foods brand name. A highly recognized and respected company, Xiwang has been crowned as “China’s Famous Brand,” and one of the “Top 50 Meat Processing companies in China.”

The company is also at the forefront of setting national industry standards and has participated in the drafting of the Fresh Meat Hygiene Rules and the Pasteurized Meat Products Quality and Safety Requirements.

Xiwang has experienced significant growth in both total production volume and total number of customers. It now produces over 16 different products ranging from spicy cold cut sausage to roast round ham. The company has 12 different production lines that run 10 hours a day, 6 days per week to produce over 300,000 items per week.



“Videojet offers clear and reliable coding that is conducive to enhancing our packaging image as well as our brand image”

Mr. Deng, Head of Production,  
Yantai Xiwang Food Co., Ltd.



## Coding on a challenging coating

A key driver for Xiwang's significant growth has been their unique gift boxes and external packaging. The gift boxes in external packaging include local delicacies such as stewed pig feet, stewed pig ears and Taiwan sausage. Unlike some of their other products which are shipped directly to supermarkets and other retail locations, these gift boxes are shipped directly to the consumer. The production date, coding time, quality control pass indication in Chinese, and quality control employee ID are coded on each gift box using a continuous ink jet printer (CIJ) to comply with local regulations and improve supply chain performance. Each of the gift boxes has a special PE coating on the outside which requires a special type of ink.

Prior to working with Videojet, Xiwang was using a combination of printers and inks that were not able to adhere properly to the gift boxes. The ink would smudge on the box, making the codes illegible.

Xiwang was worried about the effect that poor quality codes would have on its brand and its bottom line, including costly product returns and slow sales. As a pioneer in the industry for meat processing standards, it is important for Xiwang to lead the way with clear codes. Thus, the quality of these codes did not meet the strict standards that Xiwang had set for itself and the gift boxes were not acceptable to send to customers.

## Videojet 1000 Line

The Videojet 1000 Line was designed to keep lines up and running longer, while setting a higher standard in marking performance.

### Key features include:

- CleanFlow™ printhead technology reduces ink buildup that can cause traditional CIJ printers to shut down. Therefore, the 1000 Line requires less cleaning and helps ensure longer runs for Xiwang.
- The longest published maintenance interval in the industry that allows Xiwang to run longer between preventive maintenance activities and schedule maintenance time appropriately
- Simplified programmability enables Xiwang's production operators to quickly create new codes and retrieve stored codes, accelerating changeover between SKUs while helping to reduce errors
- Advanced core of the printer is customer-replaceable and includes all ink system filters and common wear parts, meaning there is only one part to replace
- 1000 Line produces the sharpest codes on some of the toughest surfaces including coated finishes
- Sealed cartridges eliminate ink spillage and contamination, while Smart Cartridge™ technology eliminates ink mix-ups and waste
- Dynamic Calibration™ maintains consistent print quality in cold and humid environments



“The operators no longer have to perform daily maintenance on the printheads. Now, the printers barely have to be cleaned once a week”.

## A crisp solution

Given the importance of the gift boxes to the company's success, Xiwang was desperate to quickly find a solution to their adhesion problem on their gift boxes. They entered the market for a new ink and printer combination and considered many solutions from a number of different companies. Ultimately, Xiwang decided to purchase the combination of a Videojet 1000 Line printer with V411 ink. One of the main reasons for this purchase was the performance of the V411 on their gift boxes.

Since Xiwang started using V411, the adhesion issues on the gift boxes have disappeared. Xiwang's codes are now crisp and legible and meet their high standards. V411, one of the hundreds of inks that have been designed in Videojet's labs for specific applications, is a solvent-based ink that has a fast dry time on non-porous substrates such as Xiwang's coated gift box.

As one of the best inks for plastics, V411 adheres well to the gift box's PE coating. It is also designed for superior rub resistance. Now Xiwang is able to get clear codes on its gift boxes that stay on the box and reflect their brand image. They no longer have to worry about customer complaints, product returns, and diminished sales. Also, the codes on their boxes provide an example of proper coding for similar companies in the region.

## Keeping the lines up and running

Additionally, maintenance on their older CIJ printers was causing a major headache for Xiwang. The operators constantly complained of the trouble they were having with their older printers. If the printhead was not cleaned daily, the nozzle on the older printers would easily get blocked. This caused failures in the lines that would shut down production. In addition to the extra downtime, the printers had relatively short time periods between required preventive maintenance activities.

The preventive maintenance could take the printers offline for 1 to 2 days. Without a spare printer, the line would have to be shut down during this entire time period. This downtime had a significant cost to Xiwang.

**With its purchase of a Videojet 1000 Line printer, Xiwang has seen a tremendous increase in the uptime of its production lines.**

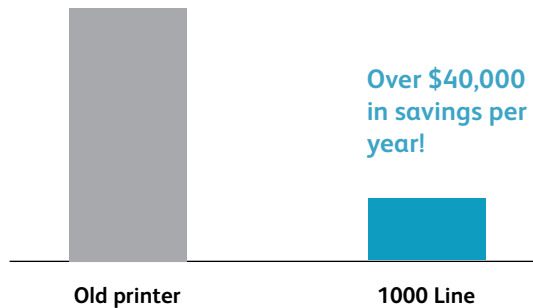
The operators no longer have to perform daily maintenance on the printheads. Now, the printers barely have to be cleaned once a week.

Additionally, the time between preventive maintenance activities has increased dramatically and with the simpler design of the 1000 Line, the total time taken to complete preventive maintenance is minimal.

“Videojet printers offer flexible and clear coding and are easy to maintain.”

## Impacting the bottom line

### Annual preventive maintenance cost on one line



**With the 1000 Line, Xiwang has experienced enormous savings just by reducing preventive maintenance. This does not even include the savings from reduced printer faults and reduced cleaning of the printheads.**

Each time Xiwang shuts down the line to perform preventive maintenance on their printers, they are paying each of the 15 employees that work on the line for idle time. Also, Xiwang uses outside maintenance, who charge by the hour, to perform the work. Finally, Xiwang is not able to produce additional products during this time.

## What's next for Xiwang and Videojet?

Since purchasing its first Videojet printer, Xiwang has purchased an additional 6 Videojet printers and is in the process of purchasing 2 to 3 more printers. Xiwang is expecting to continue its remarkable growth as it strives to create a well-known Chinese brand and eventually become a famous world-class food enterprise group. They are currently completing a plant expansion and are expecting to need more new printers as production increases in the future.

“We are hoping for significant growth for our company but will need support from our partners,” says Mr. Deng, head of Xiwang’s Production Department.

“We are excited about working with Videojet to help us get there.”

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