



## Continuous Inkjet Arla Foods Case study



# Arla Foods drives production innovation, exceeds performance goals with Videojet 1000 Line inkjet printers

Arla Foods traces its roots back to the 19th century when Danish and Swedish farmers founded a co-operative to improve the quality of milk. With more than 100 years in the industry, Arla Foods is one of the largest dairy companies in the world, with a turnover greater than 10 billion Euros.

Good Growth is a term Arla uses to describe who they are and how they are creating the future of dairy. It is what the company stands for and it guides how they develop their cooperative, products, markets and ways of working. The principles of Good Growth help Arla to focus on the market opportunities with the greatest potential while caring about how they grow. They are reflected in everything the company does.

The Nijkerk, Netherlands location has been part of Arla Foods since 2009. Prior to that, the plant was part of Friesland Foods. The Nijkerk plant produces yogurt, pudding and other specialty dairy products. Well-known products from the Dutch production plant are Arla biological milk, biological pudding and yogurt, Friesche Vlag Milk & Fruit, and Breaker.



**“They figured it all out: the small size . . . one changeable core, the solid modular printhead, the flexible umbilical and the cartridges. Videojet is the only coding supplier with all of these advantages and are far ahead of the competition with the 1000 Line.”**



Cor Grift, Manufacturing Project Coordinator  
Arla Foods

**Arla Foods has been a loyal Videojet customer for over 25 years. At one time, they had 35 inkjet printers to code on a variety of packages, including the usual liter and one-and-a-half liter packages, spouted pouches and cups. Arla Foods began their investment in Videojet printers with the Excel series, using the Excel 100, Excel 170i and Ipro printers. 5 years ago they replaced the Excel printers with 29 Videojet 1510's.**

Manufacturing Project Coordinator, Cor Grift, has been working at the Nijkerk plant for over 30 years. Cor is responsible for technical issues and assists in the purchase of new equipment. He watches industry trends and presents process improvements to the management team. *“If you want to stay ahead of competition, you'll have to keep innovating,”* says Cor.

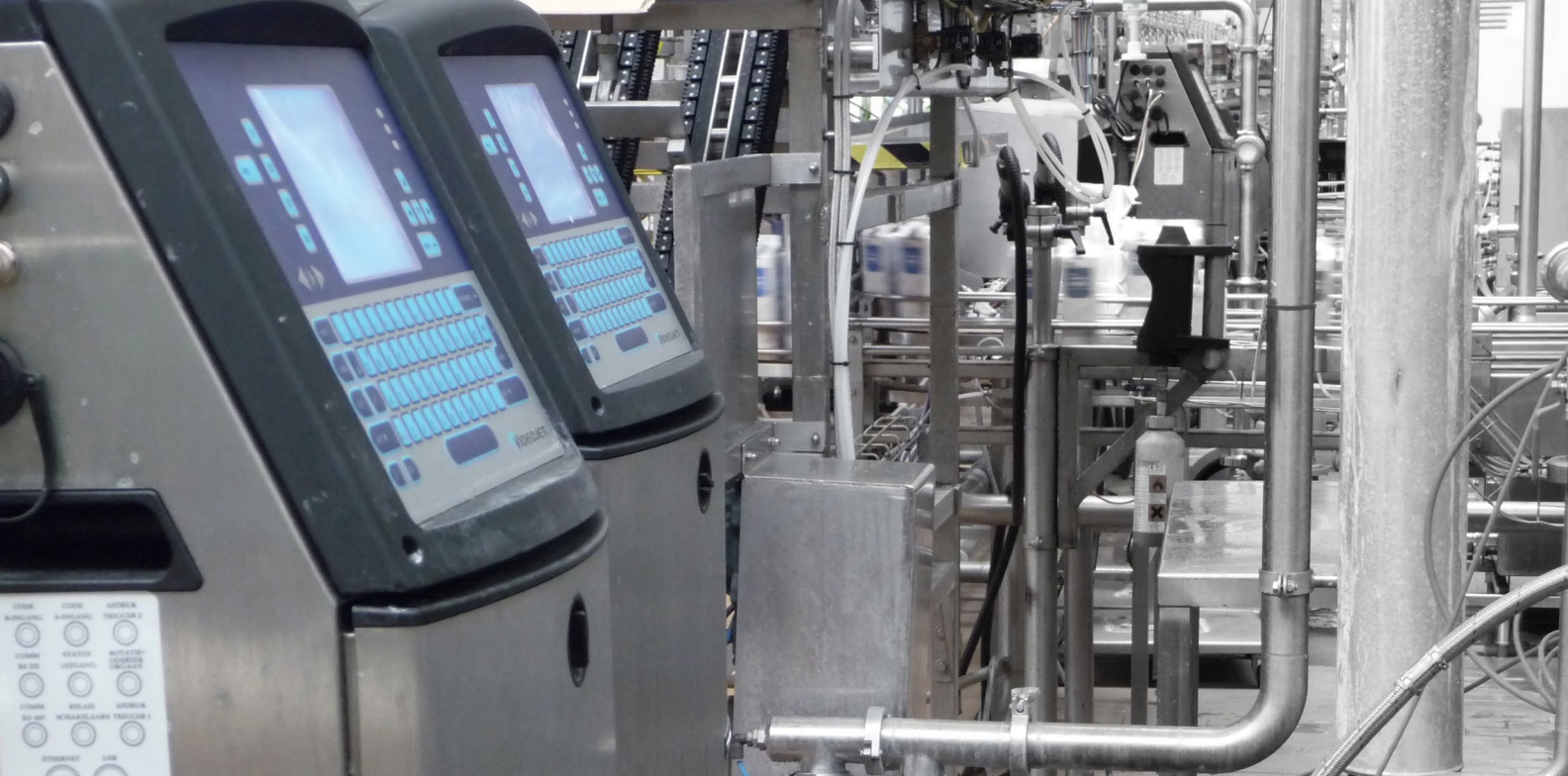
All Arla Foods products are being coded with a 'best before' date and a traceability code. After speaking with Videojet about the 1000 Line inkjet printers, Cor and fellow colleagues were keen to learn more. Currently, 35 Videojet 1620 Continuous Inkjet (CIJ) printers are controlled by a production monitoring system, which proved to be a large and challenging coding initiative. Looking back on this, Cor Grift acknowledges that it has been a significant and successful process improvement.



Videojet 1000 line CIJ printers have proven to be more reliable, simpler to operate, cause fewer errors, and have greater uptime than previous versions of Videojet CIJ printers.

- Dynamic Calibration™ constantly monitors and automatically adjusts ink consistency allowing for optimal print quality, even in changing environmental conditions. This also helps provide more consistent operation, lowers rework and scrap, saving money.
- Fluids for the 1000 Line printers are contained in a sealed Smart Cartridge™ that ensures no spillage of volatile chemicals and reduces loss due to evaporation. A smart chip embedded into the cartridge guarantees that only the correct fluids are put into the printer.
- 1000 Line printers offer an optional IP65 rated stainless steel enclosure, which does not require compressed air. This makes them ideal for washdown applications.
- Videojet CLARISUITE™ software can be integrated into the production management system. This solution eliminates the need for operators to set-up and select the correct coding information for each batch, helping to prevent product waste or rework.





Cor says that the 1000 Line model is the perfect printer, and one the dairy industry has been waiting for. "They figured it all out: the small size . . . one changeable core, the solid modular printhead, the flexible umbilical and the cartridges. Videojet is the only coding supplier with all of these advantages and is far ahead of the competition with the 1000 Line. Unfortunately, with fewer failures and less required maintenance, our Technical Department gets less experience. But this is a good problem to have."

Cor Grift is extremely satisfied with the performance of the 1000 Line and the Videojet organisation. "With minimal downtime and less printer maintenance, we save a lot of money every month. Also, Videojet organised the preparation, installation and follow-up care very well. To accommodate our budget requirements, they established several cost reductions, while providing equipment that met our needs. It only took a few short weeks to get the 1510 printers installed and our operators trained," says Grift.

After a successful 5-year period with the 1510's, Arla Foods had no doubts in choosing their successor: the Videojet 1620. By the end of 2014, Arla Foods had a suite of 35 Videojet 1620's. The reason for the decision was that the technology, reliability and handling of the Videojet system met the needs of the quality-oriented dairy producer.

Cor Grift considers Videojet to be a professional and reliable partner, who keeps customer needs in mind. "If I had to do this coding project over again, I wouldn't do it differently," says Grift with confidence.

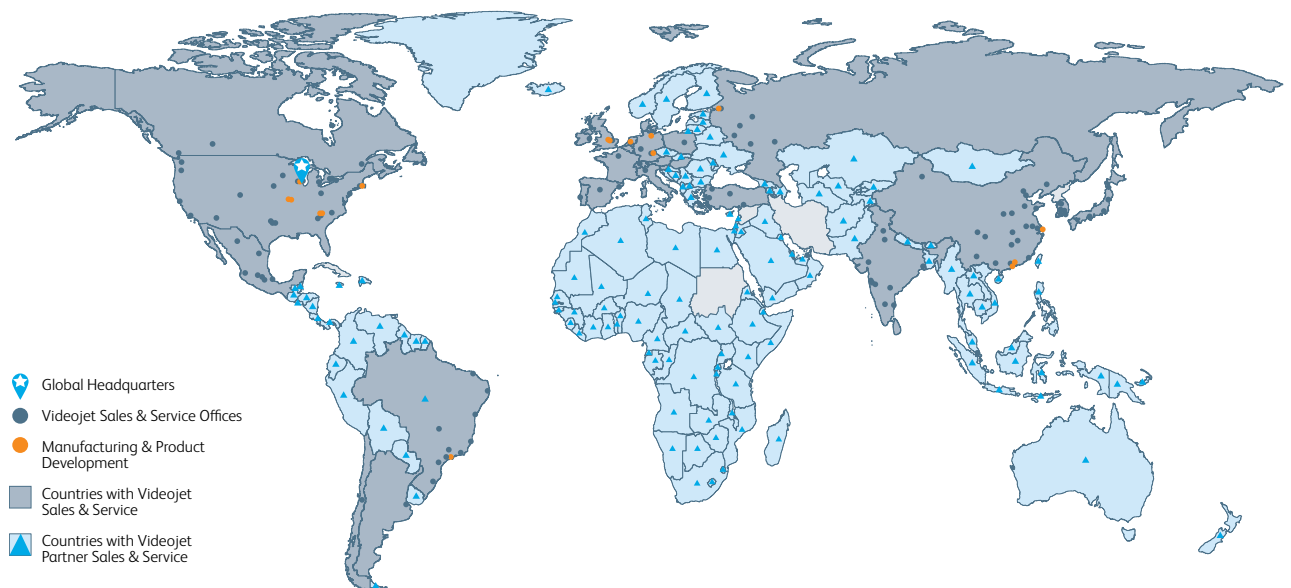
# Peace of mind comes as standard

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 labelling, and wide array printing, Videojet has more than 325,000 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 3,000 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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