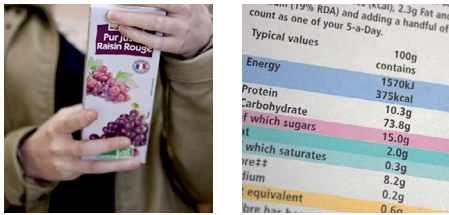




Thermal Transfer Overprinting Achieving compliance with 2014 EU food labeling regulations



According to recent studies completed in Europe and the United States, food allergy is on the increase.

The European Academy of Allergy and Clinical Immunology announced recently that more than 17 million Europeans are known to have a food allergy. With no real answer as to why food allergy is rising, and researchers still learning about the implications of the condition, the EU has announced new packaged food labeling requirements.

European Directive 1169/2011 will provide greater clarity to consumers with regard to the ingredients, nutritional value and allergens contained in packaged foods by mandating changes to the informational components that must appear on labels, as well as the layout of those labels.

The final date for compliance is December 13th 2014

The challenge:

The new directive introduces a number of label information changes. The change most relevant to packaging facilities is probably the requirement to clearly indicate and highlight (within the ingredients list) any substances which are classed as food allergens.

Achieving compliance with this requirement can mean major changes to existing packaging and labels for any products containing such allergens. For many companies this means coordinating redesign and re-order of pre-printed packaging and labels, an onerous task. For those companies already using variable printing technologies such as Thermal Transfer Overprinting for inline printing of nutritional information on their packaging, the task of highlighting or bolding allergens within existing jobs can be easier. Yet the software of many equipment manufacturers does not support this functionality.

Videojet advantage:

The Videojet DataFlex® range of Thermal Transfer Overprinters (TTO) now enables simple modification of existing ingredients lists to comply with the new regulations. No retooling or reordering of pre-printed packaging stock. No laborious recreation of message jobs. Customers already using Videojet TTO units may simply edit their current jobs at the stroke of a finger. Customers upgrading to Videojet TTO units may seamlessly create messages referencing allergens that are highlighted, bolded or italicized.

New ingredient lists can be easily created, modified and downloaded to the Videojet DataFlex® TTO using CLARISOFT™ message generation software, part of Videojet CLARISUITE™ range of productivity software, and printed onto the product at high resolution and high adhesion.

And the next time packaging modifications are legislated or desired? The Videojet DataFlex® TTO product line will continue to offer the natural flexibility to keep manufacturing lines running.

What does EU1169/2011 mean to manufacturers?

There are a number of changes required as part of the new regulation

The biggest change for most packaging facilities is probably the citation of allergens in the ingredients list

Here is a list of the labeling changes manufacturers must be aware of:

Ingredients by quantity

Energy content

High caffeine content

Vegetable oil type

Water content

ALLERGENS – these must be emphasized in the ingredients list

Example of difference between existing allergen labeling and new label to be implemented by December 13th 2014:

Nut Advice

Recipe: No nuts
Ingredients:
Cannot guarantee nut free
Factory: No nuts

Beef (24%), Cooked Egg Pasta, Milk, Tomato, Tomato Juice, Water, Tomato Puree, Onion, Mature Cheddar Cheese, Cornflour, Whipping Cream, Red Wine, Carrot, Celery, Beef Stock, Wheat Flour, Garlic Puree, Pasturised Egg, Butter, Salt, Vegetable Oil, Oregano, Black Pepper, Nutmeg.

Cooked Egg Pasta contains:
Durum Wheat, Semolina, Water, Pasturised Egg.

Beef Stock contains:
Beef, Yeast Extract, Salt

Allowed through
12th December 2014

Nut Advice

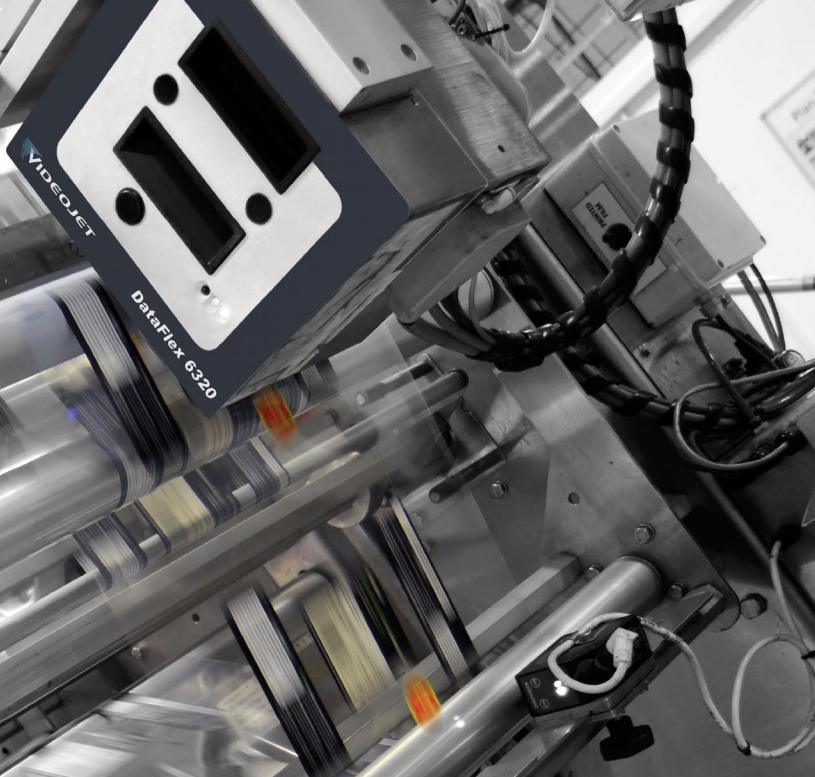
Recipe: No nuts
Ingredients:
Cannot guarantee nut free
Factory: No nuts

Beef (24%), **Cooked Egg Pasta**, **Milk**, Tomato, Tomato Juice, Water, Tomato Puree, Onion, **Mature Cheddar Cheese**, Cornflour, **Whipping Cream**, Red Wine, Carrot, Celery, Beef Stock, **Wheat Flour**, Garlic Puree, **Pasturised Egg**, **Butter**, Salt, Vegetable Oil, Oregano, Black Pepper, Nutmeg.

Cooked Egg Pasta contains:
Durum Wheat, Semolina, Water, **Pasturised Egg**.

Beef Stock contains:
Beef, Yeast Extract, Salt

Mandatory from
13th December 2014



Who is affected by the new EU regulation?

EU 1169/2011 clearly applies to EU-based manufacturers.

Notably it also applies to any organization selling food product into the EU region. Examples of companies impacted include:

- Retailers, including online retailers
- Catering services, restaurants, food outlets
- Companies that process, sell or import foods
- Food business operators at all stages of the food chain when their activities relate to providing consumer information on food

Thermal Transfer Overprinter solutions – helping you comply

The Videojet DataFlex® line of Thermal Transfer Overprinters delivers high resolution images on flexible packaging film and labels, while minimizing downtime and costs associated with ribbon replenishment and production changeovers. The printers include a host of class leading benefits, including long ribbon lengths, fast print speeds, error prevention features and simple operator interaction – optimized to meet your application needs.



The product range varies from models designed for vertical fill applications, to high speed horizontal fill lines and washdown clean environments. Whatever the application, Videojet has a Thermal Transfer Overprinter solution to support it. Whether you are marking simple date and time codes or printing more complex ingredients and marketing information onto flexible film packaging, labels, or glossy cards, our DataFlex® line helps production lines run at peak performance.

Videojet CLARiSUITE™ software not only helps you comply with the new EU food labeling directive, it makes the process very simple. And with built-in Code Assurance, it's practically impossible to get codes wrong.

As operator error is the most common cause of coding errors, the DataFlex® line features intuitive, easy-to-use software that has intelligent data rules to help operators select the correct code. To aid the reduction of operator error further, a USB scanner option is available to provide fast, easy and foolproof job selection. These features all add up to less chance of error and more product coded correctly.

The Videojet DataFlex® Thermal Transfer Overprinting software gives manufacturers the flexibility to emphasize particular ingredients information in a number of ways:

Emphasize	Options
Font	Size Type
Style	Bold <i>Italic</i> <u>Underline</u>
Background color	Highlighted

Although the legislation does not stipulate any particular method of emphasizing information, the preferred option by most will be to highlight the text in bold.

The information contained in this Application Note is not legal advice. Please consult your legal counsel for advice on how your organization should comply with all requirements of EU1169/2011.



The bottom line

New food labeling initiatives can add stress to a manufacturing facility if new packaging equipment, printers and software are required to make compliance possible.

Videojet can help customers meet the new regulations with a trouble-free changeover to Videojet TTO – all without implications on production teams, such as the need to create new messages. Videojet TTO printers are designed for easy integration and help you ensure the optimal performance of your entire packaging line.

Videojet stands ready to help you comply with EU 1169-2011 – Be prepared for 13th December 2014.

Call **0870 242 1759**
Email **uksales@videojet.com**
or visit **www.videojet.co.uk**

Videojet Technologies Ltd.
4 & 5 Ermine Centre, Lancaster Way, Huntingdon,
Cambridgeshire PE29 6XX / UK

© 2014 Videojet Technologies Inc. — All rights reserved.
Videojet Technologies Inc.'s policy is one of continued product improvement.
We reserve the right to alter design and/or specifications without notice.

