

# High Tech Eggs

## Cocorette Paves The Way For Modern Techniques Among Egg Producers!



Since November 23, 2003 and at the request of the European Community (Directives CEE No. 295.2003), egg producers have improved upon their ability to track their production: the breeding technique, the “best before” date (BBD), producer identification and sometimes even the quality label, when there is one, now appear on the product.

This is especially true for Cocorette – a packaging company for Organic and Red Label Farms egg production, located in Pas de Calais, France.

Founded in 1983, the Sainte Catherine le Arras facility employs 36 persons and collects an average of 350,000 eggs each day from 152 farmers in the surrounding area. The eggs are graded and packaged on two Moba graders – an Omnia 170 and an Omnia 330 – at a rate of 35,000 to 50,000 eggs per hour.

In compliance with European Union requirements, each egg is coded with the appropriate information using Videojet continuous ink jet printers, and molded cardboard cartons are coded with the appropriate production and traceability information using Videojet laser marking systems. The messages marked include BBD, a quality label, the breeding technique and hen house.

The Cocorette Organic and Red Label Farms packaging center is the first in France to equip its graders with laser marking systems for printing on its cardboard cartons. “At Cocorette, the level of quality required is such that we pay close attention to the environmental dimension both in the choice of our equipment and in our processes,” explains Christophe Minnebo, Cocorette Production Manager.



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*Christophe Minnebo, Production Manager*

As part of changing its graders, the company wanted to be equipped with a cleaner and more efficient marking system.

Although marking for small and large egg producers is traditionally done with ink jet or labels, new laser technology paves the way for totally clean carton marking. “In our industry, cleanliness and quality of marking at a higher rate is essential. Laser marking systems fully meet these needs, says Minnebo. “For us, it’s the future!” Cocorette chose ink jet and laser printing systems developed by Videojet Technologies. “Among the leaders in the field of marking, Videojet was the most competitive, both from a quality/price standpoint and a technological perspective,” says Minnebo.

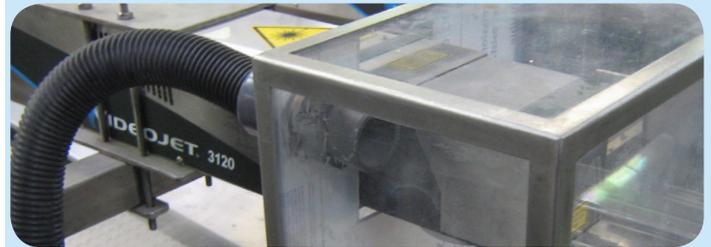
“We lost a lot of money with the old machines. Cocorette made an economic choice that reduced operating costs: we no longer have to buy ink, we have to do very little maintenance and the risk of a breakdown is very low, Minnebo continues. “Furthermore, Videojet’s service is very responsive.” Cocorette was able to interface with Qualitrace tracking software, developed by OCTIS in Lambersart. “The marker computer interface has greatly helped to make our Team Leaders’ work easier. Before, they had to enter everything manually, now everything is computerized and centralized. It really professionalizes our industry.”

14 Videojet laser marking systems have been installed in conjunction with 6 Excel 170 UHS ink jet printers for marking eggs individually.

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