R & R ICE CREAM

Investing in Videojet's 1000 Series...

R & R Ice Cream started in 1932 when a young Italian lady, called Regina Roncadin, opened her first ice cream parlour in Europe. Over the years the company acquired a number of ice cream manufacturers and creameries, winning a variety of awards for Roncadin's brand products.

Household brands such as Dr Oetker and Nestle UK joined the family making R & R Ice Cream the largest European ice cream manufacturer. With seven production plants across Europe, R & R Ice Cream produces a vast range of quality ice cream products.

Phil Heaton, Engineering Manager, explained how R & R Ice Cream had previously owned 15 Videojet Excel printer's that were used to code data on to various ice cream tubs and products. These printers had aged over the years, and with this in mind, they decided to go to a number of coding suppliers to find the best replacement.

R & R Ice Cream decided that the Videojet 1610 Small Character Inkjet Printer was the best product on the market, and made a decision to switch their fleet of ageing Excel's to the advanced model in the Videojet 1000 series range.

The Videojet 1610 is the high utilisation model from the 1000 series range. It is designed for customers with high speed production lines and around the clock coding, delivering up to 12,000 hours of production before any preventative maintenance is required.

Phil Heaton described how the Videojet 1610's reliability and easy maintenance assisted in the decision to purchase.

The use of its Smart Cartridge system is designed to drain out excess fluids and eradicate ink spills during cartridge change over. Embedded in to the cartridge is a special chip that determines whether the correct fluid cartridge has been installed, preventing errors, and saving time and money.

Like R & R Ice Cream, Videojet pride themselves on continuous innovation and supplying top quality products. This synergy in culture makes Videojet the ideal coding partner to assist in the production of R & R Ice Cream's products.

Identify with Videojet, world leaders in coding and marking solutions.
For more information please call +44 (0) 870 240 5542,
or visit our website - www.videojet.co.uk