

Rebounding from recalls

Fresh food producer recovers and advances their production practices



Company Overview

A manufacturer of a range of shelf-life fresh products on 28 production lines spread across several facilities; distribution to several major food retailers. The company utilizes Videojet printers to satisfy its diverse coding requirements.

Challenge

- Frequent product recalls due to incorrect coding because of user errors (manual data entry at the printers).
- Scrapped product and packaging amounted to \$45,000 annually.
- Penalties imposed by retail customers exceeded \$100,000 annually.



Videojet Solution

- Implementation of Videojet's CLARiSUITE™ code assurance solution greatly improved accurate coding and traceability. Centralized and secured message management removed the possibility of incorrect data entry at the printer.
- Streamlined setup process with barcode scanner to auto-select messages helps ensure that the correct message is always printed.



Tangible Results

