

# 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<sup>™</sup> 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**



Drive productivity gains in operations

Reduce risk, rework and recalls Reduced recalls and achieved \$145,000 in annual cost savings

Eliminated manual code entry by operators



Secure and streamline data management Protect the brand Enhanced loyalty of key retailers. Sales growth due to improved reputation.



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