



# Gower View Foods “A stamp of approval”

Featuring inkjet printers

Traceability of food packs ■ ■ ■



“All of our Markem-Imaje coders have been totally reliable and the quality of the codes is far superior.”

**Jon Lewis,**  
Managing director

**Name:** Gower View Foods Ltd

**Location:** Carmarthenshire (South Wales, Great Britain)

**Founded:** 2006

**Number of employees:** 18

**Business:** food and drink contract packing service

**Weekly production:** around 800,000 products packed

## When quality matters ■ ■ ■

Gower View Foods Ltd in Carmarthenshire (Great Britain) offers a contract packing service specialising in liquid stick packs, 95 mm pots and 250 g packs of butter, supplying around 800,000 products per week to a number of blue chip customers.

When the company was first established in 2006 it experienced problems with its inkjet coders. The quality of the codes were poor with constant misprints and illegible data and there were continual faults with the coders, not to mention ink leakages. Managing director of Gower View Foods, Jon Lewis, commented: “Our customers rely on us to produce a quality product on time and that requires reliable coding, so it’s vital that our coding processes operate efficiently. However, because the coding quality was often substandard, we would regularly have to re-code products. This meant that the products had to be reworked or repacked and as a small business, we couldn’t afford to carry this cost.”

Jon Lewis had previously worked with coding equipment from both Markem and Imaje and knew their products to be reliable. So, in 2008, when Gower View Foods was installing three new packaging lines, they decided to replace all existing coding equipment with products from the recently merged Markem-Imaje. They installed three 9020 small character continuous inkjet units to code primary products, and three Crayon Plus drop-on-demand large character inkjet units to code outer casings. Since the new equipment has been installed, Jon Lewis believes that coding processes in the factory have improved dramatically: “All of our Markem-Imaje coders have been totally reliable and the quality of the codes is far superior.”



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the team to trust ■ ■ ■

## A small, clean and cost effective solution ■ ■ ■

The Markem-Imaje coders at Gower View Foods are being used to print best-before dates, use-by dates, Julian codes, line numbers and real-time data. The 9020 prints directly onto substrates such as foil, pots and parchment paper at speeds of up to 7,200 packs per hour, while the Crayon Plus prints onto foil or corrugated cardboard at a rate of up to 360 packs per hour.

Jon added: "Both styles of coder are very user-friendly and take up a lot less space on the shop floor than our previous units.

**Gower View Foods, a British food and drink packer, has overcome the problem of poor quality product coding by installing inkjet printers from Markem-Imaje across its four packaging lines.**

The 9020 sits on a small stand next to the line, and the Crayon Plus units are fitted to the top and bottom case sealers so they both integrate very well into the line. The 9020 also gives us much greater flexibility than our old inkjet

coders because it's so simple to alter the data and the ink cartridges are also very easy to replace. In fact, since the machines have been in place, not a drop of ink has been spilt on the shop floor."

There is the added benefit of cost savings, as compared with its old ink cartridges, the company has also found that it can print far more characters with the Markem-Imaje cartridges and their price per unit is lower.

Gower View Foods has also purchased a number of



**At Gower View Foods, the 9020 inkjet prints directly onto packs at speeds of up to 7,200 packs per hour.**

Nova desktop label printers from Markem-Imaje which enables them to label their traded units with traceability information. These Nova units print labels on demand containing application identifiers such as best before dates, GS1-128 barcodes, batch numbers, quantities, weights and many other attributes needed by the retail supply chain.

Gower View Foods is also impressed with the technical support it has received from Markem-Imaje's customer helpdesk and its local account management team, and has recommended the company's services to other local businesses.

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