



# C3000+ code on Eckes-Granini secondary lines at Macon production facility



## Overview

Three Domino C3000+ outer case coders cover the production lines' needs for high-definition printing directly onto cardboard storage boxes.

*“Domino’s team impressed me from the outset with their responsiveness and innovative technology proposition. Our production, as well as our position in the marketplace, is all the better for having made the decision to partner with them.”*



## Fast facts

- Three Domino C3000+ for high quality text and graphics directly
- Improved machine uptime leading to fewer production line stops
- 300 million litres of fruit beverages produced yearly



Domino. Do more.

*“Since selecting Domino as our exclusive supplier, we have noticed a significant improvement in the speed and reliability of our coding and marking equipment, which has enhanced our overall manufacturing operations immensely.”*



Two years ago, having established a requirement for improved performance and reliability from its coding and marking equipment, Eckes-Granini decided not to continue its fifteen year association with its existing supplier. Instead, Operations Manager, Thierry David, selected to invest in Domino technology, and since that time, has embarked upon a rapid installation programme that spans Domino's primary, secondary and tertiary coding solutions portfolio.

As with any beverage manufacturer, pivotal to Eckes-Granini's production operations is the need for robust, high-speed, high-quality coding and marking solutions to effectively apply variable data such as bar codes and traceability codes.

France's undisputed leader in the fruit juice market, Eckes-Granini, is enjoying major improvements in the speed and reliability of its coding and marking operations on leading brands including 'Joker', 'Réa' and 'granini', thanks to the installation of product to pallet coding technology from Domino. The impressive production capacity at Eckes-Granini is reflected in statistics from the company's 50,000m<sup>2</sup> facility in Macon: over 500,000 bottles and cartons are produced daily, amounting to a staggering annual output of 300 million litres of fruit beverages.

“We had become unimpressed with the rising costs of our incumbent provider, which together with increasingly sub-standard equipment quality, presented us with a few problems,” explains David. “Since selecting Domino as our exclusive supplier, we have noticed a significant improvement in the speed and reliability of our coding and marking equipment, which has enhanced our overall manufacturing operations immensely.”

At the secondary level, three Domino C3000+ outer case coders cover the production lines' needs for high-definition printing directly onto cardboard storage boxes.

Having one solutions supplier to serve the company's entire coding and marking needs

was, for David, a key prerequisite. “From a time and efficiency aspect, the fact that I only need to speak to one person from one supplier is a real bonus,” he says. “This also increases our equipment flexibility and compatibility; we use the same ink and can minimise spare parts stock, thanks to cross-compatibility between coding units.”

According to David, the need for constant machine uptime and enhanced production line efficiency goes hand-in-hand with having the right equipment. “With our previous system, regular line stops for cleaning were a fact of life, with a resulting impact on productivity. Upon ink refills, our operators had to unscrew, empty and refill the system manually, which was both irksome and messy. With Domino's system, there is no contact with the ink – they simply clip in the cartridge and the machine is running immediately.”

Two years on and with Eckes-Granini's total coding, marking and traceability needs taken care of, David has no regrets about replacing the company's long-standing contract with its former supplier. “Given the scale of our operations, we cannot afford to be complacent at any stage of our production process; doing so could otherwise lead to unthinkable consequences.

