



Eckes-Granini implement Domino's M-Series on their Tertiary packaging lines



Overview

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Fast facts

- Eckes-Granini installed seven M-Series Print and Apply Labellers
- A5-sized barcodes printed and applied onto pallets
- Integrated with Eckes-Granini logistics system
- 300 million litres of fruit beverages produced yearly



Domino. Do more.

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Eckes-Granini, France's undisputed leader in the fruit juice market, 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.

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. The impressive production capacity at Eckes-Granini is reflected in statistics from the company's 50,000m² 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.

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.

“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.”

Eckes-Granini has installed seven of Domino's flexible and reliable M-Series Print and Apply Labellers to fulfil the company's pallet labelling needs. First, M100 direct thermal label printers apply barcode labels to multiple products once stacked and stretch-wrapped. When palletised, an A5-sized barcode label is directly printed and applied onto the wrapped pallets using Domino's M200P. “The barcodes that are

applied by the M-Series labellers are re-read by a detection head which interfaces with our logistics system. This is vital as it ensures we have full traceability through the supply chain,” says David.

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.”

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.

“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,” he concludes.

