

AUTHENTIC FOODS DELIVER CODING ACCURACY FOR FOOD SERVICE



The Authentic Food Company has installed a Claricom Package Coding Management System to eliminate risk and ensure the accuracy and efficiency of package coding for its broad range of ethnic based meals for the food service sector.

Accurate package coding is essential to product quality and traceability. The Claricom suite of Package Coding Management software (PCMS) is proven to eliminate human error and typically provide a return on investment in under 12 months.

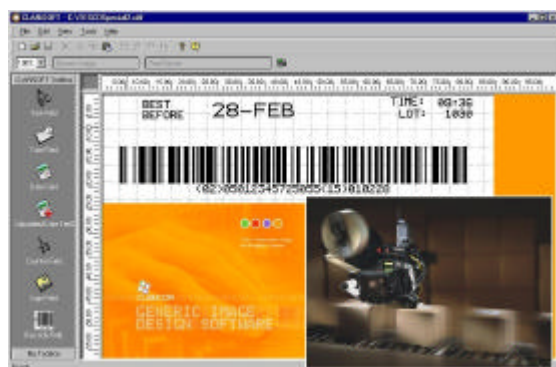
Following the success of an initial project The Authentic Food Company has now implemented the Claricom PCMS across multiple sites.

"Claricom provide a unique coder independent solution..."

Across its manufacturing facilities The Authentic Foods Company produce a wide range of ethnic cuisine including Indian, Oriental, Tex Mex and Mediterranean. "Claricom provide a unique coder independent solution that allows us to benefit from a single central product database for all of our different products" explains Warren Dyson of The Authentic Food Company.

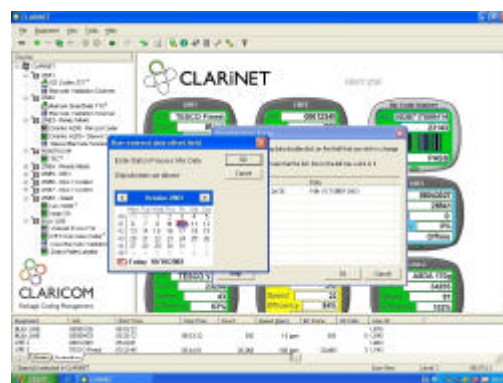


All of the product specific information including coding rules such as product life is maintained with the Claricom CLARiSOFT Product Database. Claricom CLARiSOFT Package Coding Design software is used to create the 'templates' that define the 'look and feel' of the image such as date formats, text size, font and position information.



The Claricom PCMS has been installed not only to control the date and traceability coding equipment but also the barcode label printing equipment used for supply chain and distribution labels.

"The use of the central CLARiSOFT database and CLARiNET network software enables The Authentic Food Company to manage product specific date code information without the need for users to type in information on a day-to-day basis, ensuring error free coding management" continues Mr Dyson. "Coding accuracy is essential for traceability and for customer confidence. The Claricom PCMS has proven to remove the human error that is otherwise inevitable; to reduce costs and, importantly, remove the unquantifiable risk of lost business."



Claricom has pioneered the introduction of Package Coding Management Systems to the market and is now recognised as the market leader. Reliability is achieved using a suite of standard, flexible and proven software, which combine to deliver an overall Package Coding Management Solution.

"... the Claricom PCMS removes the human error that is otherwise inevitable..."

Recommended by leading retailers the Claricom products are used by FMCG manufacturers in the UK, Europe and USA. Manufacturers include: Bakkavor, Cadbury, Dairy Crest, Geest, Greencore, Northern Foods and more.

CLARICOM Limited
10 Heathcoat Building
Nottingham Science Park
Nottingham
NG7 2QJ

T: (0115) 9555 153
F: (0115) 8590 239

E: sales@claricom.com

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