

THE MOST ACCURATE SOLUTION FOR CODING AND LABELLING ACCURACY – BAR NONE



Bar & Restaurant Foods Ltd (BAR) has invested in a Claricom Package Coding Management (PCM) System to ensure the accurate date and traceability coding at its factory in South Wales. The company provides quality food solutions to branded pub chains, wholesalers, major multiples and other foodservice industries.

With significant growth and market share in the food service area BAR has seen the number of clients and therefore its product portfolio rise dramatically. This in turn increases the potential for coding and labelling errors and the significant associated costs of product and packaging waste, re-work and the potential loss of business. A Claricom PCM System eliminates this risk.

The Claricom PCM system provides an 'auto-coding' solution where the product specifications are managed and maintained centrally and these coding rules and the 'look and feel' are used to set up the coding equipment automatically when the operator selects the product. The Claricom system minimises manual input and thereby eliminates human error. Typical return on investment is less than 12 months.

BAR replaced its old ink jet coders with Videojet Excel 170i printers about five years ago, and then added to this with Videojet Dataflex thermal transfer coders on Multivac machines in 2004, so when BAR needed to update its outer box coding it was only logical to call Videojet again.

As Bill Beaumont, Operations Manager of Bar & Restaurant Foods explains *"The logical choice was the Videojet 2330 high resolution ink jet case coder."*



The 2330 CLARiTY user interface is very intuitive and easy to use and the 2330 is compact enough that we integrated it in to our Endoline case sealers to print product date, text (such as ingredients) and barcode information on to the side of every case."

The Claricom Package Coding Management System was recommended to BAR by Videojet Technologies as the most effective way of getting the right information on the right product, right first time. "The Claricom system is more flexible that alternative solutions allowing for the complex coding rules specific to each product and

customer," explains Mark Evans of Videojet, "and can be extended to include fixed position barcode reading equipment to check every single case". The Claricom suite of software is also proven with a wide range of coding and labelling technologies so allows one common system to be used for film coding (thermal transfer), sleeve coding (continuous ink jet) and box coding (high resolution piezo ink jet or label printing).



BAR has been using the award winning and patented Claricom CLARiSOFT software to manage the template designs for the Dataflex printers and therefore it was a straightforward extension of the system to add the new Videojet 2330 printers on to a Claricom CLARiNET TCP/IP network. "The Claricom software is proven across a wide range of industries, from aerospace part marking and medical devices through to dairy products and ready meals and allows traceability information such as the Operator ID or the production line of manufacturer to be configured automatically to improve traceability", continues Mr Evans.

"Traceability is a major issue," explains Mr Beaumont. *"If coding and labelling information is wrong there is a significant risk that traceability is compromised. Controlling the coders using CLARiNET is the most efficient way to ensure accuracy, compliance and traceability, and at the same time CLARiNET provides valuable production and performance information for continuous operational improvement."*

Investment in a Package Coding Management system is a logical step in BAR achieving the stated mission to be the Preferred Supplier of Quality Sauce and Recipe Solutions to the UK's Food Service and Food Manufacturing industries.

"The Claricom system is proven to eliminate human error and unlike expensive vision or inspection systems provides a cost effective 'right first time' approach, and because the Claricom products are extremely configurable and compatible with the leading makes of coding equipment we can have one common system, now, and for the future," concludes Mr Beaumont.

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