

GINSTERS CHOOSES CLARICOM PCMS TO ENSURE ACCURACY



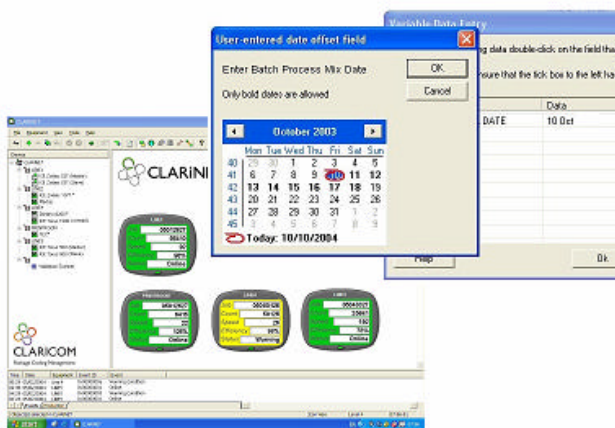
Ginsters has become the latest member of the Samworth Brothers group to purchase a Claricom Package Coding Management System (PCMS) to ensure packaging and coding accuracy.



A privately owned family business, Samworth Brothers is not only one of the country's leading suppliers of private label convenience foods but it is also a leading branded producer with its famous Ginsters range. Based in Cornwall, Ginsters specialises in savoury products such as pies, pasties and sausage rolls. The company's sales have doubled from £100m to over £200m in recent years, making it one of the ten biggest food brands in the UK.

Accurate product and package coding are essential to ensure product quality and product safety. The Claricom system will provide Ginsters with the necessary high level control of coding information and packaging accuracy, enabling it to meet the demands of leading retailers and protect the Ginsters premium brand image.

The Claricom PCMS suite comprises software modules to automate each aspect of Package Coding Management from the origination of coding information to barcode packaging validation and the automatic communication of coding information to the on-line coding equipment.



The system uses a combination of portable and fixed position unattended barcode reading equipment, to provide automatic network set up of the on-line ink jet coding equipment and 100% barcode validation of individual cartons to ensure each individual pack is correct.

Ginsters is thriving through 'honest marketing' and "Marketing is set to stay at the top of Ginsters' agenda," according to Mark Duddridge, Managing Director of Ginsters.

"The benefits of accurate coding are apparent to product quality, to the brands, and to the consumers," affirmed David Ion, Ginsters Technical Manager.

"Claricom was recommended to us by TESCO to ensure that we use the right packaging and the correct on pack date and traceability coding for each product," explains Jason Davis, Ginsters Engineering Manager. "Claricom has demonstrated its experience and expertise in understanding the issues pertinent to our production and products, and has recommended a configuration of its standard software suite to provide a solution appropriate to our business".

"The benefit of the Claricom approach is the use of standard products that as a specialist in PCM Claricom has developed over many years," he adds. "As an independent supplier Claricom can provide a proven solution that will work with continuous inkjet printers, our thermal inkjet printers and thermal transfer label printers in one simple network."



The Claricom PCMS eliminates the day-to-day potential for wrong packaging and wrong codes on pack by removing manual setup of validation scanners and ink jet printers; coding data and packaging information is controlled centrally using CLARISOFT Message Design Software, and linked to packaging lines via a CLARINET network using standard wireless network technology.

"Claricom has a wealth of experience including the supply of proven systems to other companies within the Samworth Brothers Group and to some of our competitors. With increasing demands on food traceability more information is needed on pack are the best way to achieve this is by using a Package Coding Management System to ensure accurate information, right first time," concludes David Ion, Technical Manager.

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