

HAZLEWOOD CHILLED MEALS EXTENDS USE OF CLARICOM TECHNOLOGY

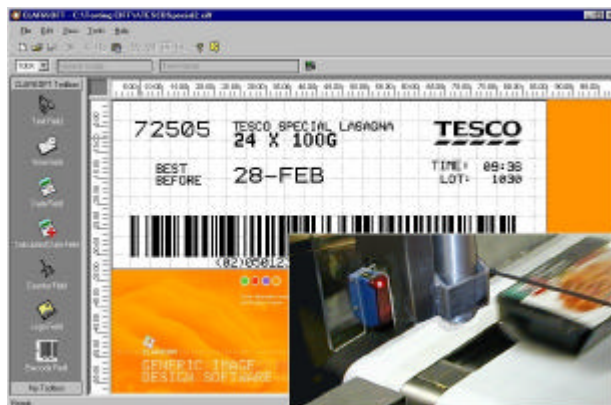
Following two years of success in increasing efficiency and eliminating the risk of product recalls due to coding errors, leading food manufacturer Hazlewood Chilled Meals, part of the Greencore Group, has extended its use of Claricom Package Coding Management Systems to provide 100% barcode inspection of sleeved products.

The company's site in Warrington manufactures ready meals for Tesco. As part of a group-based initiative using Tesco's approved supplier list, Claricom was approached in 2000, initially on a trial basis, to provide network control of Hazlewood's ink jet coding.

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Following the success of the trials, Claricom installed a Package Coding Management System (PCMS) in Summer 2000 across all lines at both factories in Warrington. This allows centralised network control of on-pack coding, necessary for printing both onto the sleeve with essential information such as the Use By date, and onto the film lid with contents and traceability information.

CLARISOFT Generic Image Design Software is used to compile and maintain a centralised technical database of product coding specifications (Use By Dates, Price etc.) and associated message designs for all of Hazlewood's product lines. By using a single controlled source for all coding information, excessive manual data input is avoided and, because CLARISOFT uses a logical, rule-based approach, the accuracy of all variable coding data is guaranteed.



In addition, all of the coding information is managed off-line, further reducing the scope for errors and ensuring consistent coding across all lines.

A Claricom CLARINET network automatically sets up all the coders and on-line bar code reading equipment. Operatives first use portable or fixed bar code readers to confirm that the correct product and product packaging has been selected for a particular line.

All the correct information is then sent automatically to the coding equipment from the secure technical database; this includes the date coding, price and the format the printed information should take. This method reduces the scope for manual error and provides an easy-to-use, faster and more efficient set-up.

Hazlewood Chilled Meals extended the use of Claricom technology to include sleeve barcode inspection in Summer 2002. This allows the on-line bar code reading equipment to be automatically activated to ensure that every single sleeve matches the selected product and, therefore, that product is in the correct packaging.



An important consideration for Hazlewood Chilled Meals in choosing Claricom was that the technology is compatible with its existing Imaje printers and also compatible with other coding equipment within Hazlewood. This is because Claricom Package Coding Management Systems are designed as an open platform which will operate across all leading makes and models of coding and labelling equipment.

Claricom products are compatible with a wide range of equipment including: Alpha-Dot, Domino, Imaje, Linx, Markem and Videojet.

"The use of a Package Coding Management System from Claricom has delivered proven benefits to the accuracy, flexibility and speed of our coding process," explains Mark Lodge, Operations Director at Hazlewood Chilled Meals. "To protect the reputation of both the retailer and ourselves is undoubtedly an asset we would not be without."

Claricom technology has also been purchased for use at a sister site in Wisbech, Cambridgeshire as well as at another Greencore Group category business, Hazlewood Prepared Foods at Kiveton.

"The success at the Warrington site has demonstrated the suitability of the implementation of Claricom's systems across the Greencore Group," adds Mark Lodge.

Claricom Limited

t: (0115) 9555 153 f: (0115) 859 0239
e-mail: sales@claricom.co.uk
www.claricom.com