

## CLARICOM CODING SYSTEM IMPROVES QUALITY FOR KATSOURIS



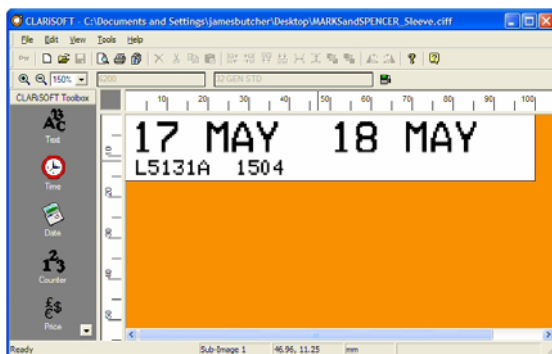
# CLARICOM

Package Coding Management

Leading food manufacturer Katsouris Fresh Foods has installed a Package Coding Management System from Claricom Ltd in a drive to increase efficiency and eliminate the risk of product recalls due to coding errors.

The Claricom system chosen by Katsouris allows centralised network control of on-pack coding, removing the need for excessive manual data input and providing a logical, rule-based approach to ensure the accuracy of all variable coding data. This represents greater reliability, flexibility and speed in coding, vital to Katsouris as a major supplier to leading retailers.

The Claricom CLARISOFT 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 Katsouris's product lines. By using a single controlled source of all coding information, duplicate systems or repeated data entry are avoided.



Using CLARISOFT, a set of rules is established to ensure the coding information is always relevant and accurate to the product. This approach also allows flexibility with regard to changes in coding information, such as pricing promotions – simply by amending the criteria, the CLARISOFT software works out the relevant changes across the product 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.

Katsouris is currently commissioning Phase 2 of the installation where on-line bar code reading equipment is automatically activated to ensure that every single carton or sleeve matches the selected product - i.e. product is in the correct carton.



Claricom is working closely with Katsouris to further develop its coding procedures, for example by providing continuous verification along the whole of the production line.

***“Accurate and flexible coding is crucial to the success of our production,”*** explains Richard Vaughan, Technical Manager at Katsouris. ***“Not only does the Claricom system remove the risk of manual input errors, but the software is easily programmed to cope with any potentiality.”***

***“Since the Claricom system went on-line, the factory have not experienced any recalls due to date coding errors.”***

As a result of the successful application in one factory, Katsouris has purchased the Claricom system for a further two factories; a total of over thirty (30) production with LINX continuous inkjet printers, inline barcode validation and off-line thermal transfer (Zebra) label printers.

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