

CLARICOM ENSURES ACCURATE CODING FOR STELLA POLARIS



CLARICOM

Package Coding Management



Stella Polaris A/S, a leading international supplier of fresh and frozen shrimp, has installed Claricom Package Coding Management (PCM) software. The system eliminates risk and ensures the accuracy and efficiency of package coding across the

company's broad range of retail, private label and catering customers in the UK and Scandinavia.

The Claricom PCMS has been supplied by Claricom's Norwegian partner, Mecopak PI Norge, and provides a single network control system enabling essential product and traceability information to be centrally managed within the company's SQL Server manufacturing database.

Mecopak PI Norge supplies a wide range of packaging and coding equipment across Norway and Sweden, including market leading Claricom software and equipment from Willett and Videojet.



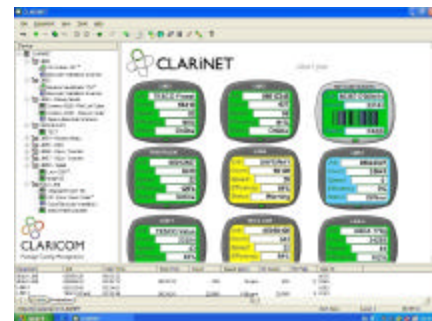
Claricom CLARISOFT is used to author and maintain coder independent template specifications that set the text format, barcode format and other design information specific to each product specification.

The unique generic design capability in CLARISOFT allows one common design software to be used for different makes and models of bag coder (date and traceability), box coder (GTIN barcode and description) and customer specific SSCC pallet labels, all linking to the central SQL Server database.

"We replaced our Easyprint bag coders with Videojet Dataflex thermal transfer bag coders supplied by Mecopak. The reliability of the Dataflex equipment means that they have paid for themselves in less than a year," explains Ulf-Johnny Jensen of Stella Polaris. "The Claricom software also ensures that this reliability is matched with accuracy, removing the day-to-day operator entry and ensuring the right information is on every pack."

Export is also a crucial consideration. The Claricom software includes all of the different languages and characters required, such as Cyrillic fonts, and will automatically translate and print Use By date information into the correct language.

All of the coding equipment is connected to a Claricom CLARINET network and by using a single controlled source of all coding information, duplicate systems or repeated data entry are avoided. CLARINET can also allow operators to use portable SCANPOINT bar code readers to confirm that the correct product and correct packaging has been selected for a particular line.



"Claricom gives easy and secure setup of information on pack and new products can be introduced quicker and more accurately," explains Mr Jensen.

"Reliability is achieved using a suite of standard, flexible and proven software, which combine to deliver an overall PCMS and the Claricom products link to our Trace Reker traceability system, our Siemens PLC control system and our SQL server manufacturing database.

"Coding accuracy is essential for customer confidence. The Claricom PCMS is proven to remove the human error that is otherwise inevitable; to reduce costs and, importantly, remove the unquantifiable risk of lost business." concludes Mr Jensen.

Claricom products are recommended by leading retailers and used by FMCG manufacturers across Europe and USA including Bakkavor, Cadbury, Dairy Crest, Greencore, PepsiCo and more.

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