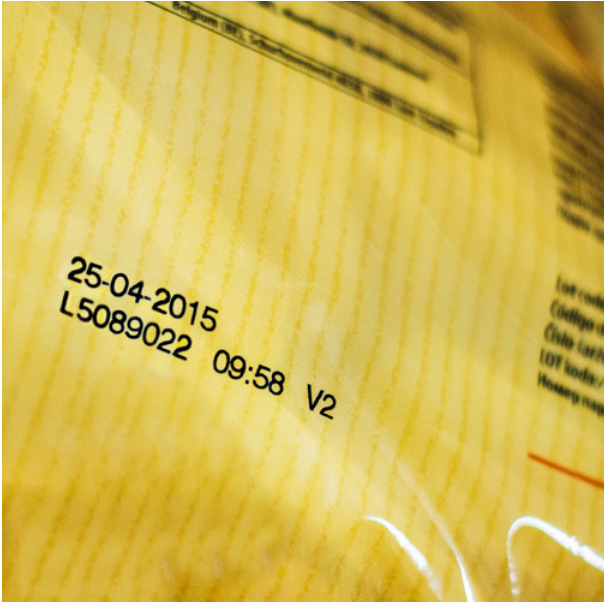


Farm Frites

“A crisp partnership”

Solutions for the whole production line
Frozen food traceability ■ ■ ■



One partner, several technologies ■ ■ ■

With an annual production of 1.5 million tons, eight production sites and consumers in eighty countries, Farm Frites is the third largest potato processing company worldwide. Based in the Netherlands, this independent family-owned company operates three factories in Northern Europe: two in Lommel and Sint-Truiden (Belgium) and one in Oudenhorn (Netherlands). All three sites produce fresh or frozen fries and potato specialities for the food service industry and supermarkets.

As part of its quality and sustainable policy, Farm Frites is focused on healthy frying and sustainable palm oil use. The company experts thus managed to half the amount of fat and to reduce the number of calories by one third. Since February 2012, Farm Frites has been a member of the RSPO (Roundtable on Sustainable Palm Oil), an organization that promotes the growth and use of sustainable palm oil products.

At Farm Frites, all types of packaging are identified with a 'best before' date, a batch code and some other product information. This includes the flexible films used for the bags, the shipping cartons and the pallets. As part of a plan to modernize its coding equipment, Farm Frites looked for a single supplier to cover all the needs of its various plants. “We wanted to collaborate with a reliable supplier who could meet all

“The cost of maintaining our Markem-Image printers is lower compared to the printers we had.”

Marc Spauwen,
Packaging Expert at Farm Frites

Name: Farm Frites International B.V.

Head office: Oudenhorn (Netherlands)

Founding date: 1971

Employees: 1,500 employees worldwide

Activity: Selection, processing and packaging of chilled, dehydrated and frozen potato products

Rank: 3rd largest potato processing company in the world

Production: 1.5 million tons processed annually

our requirements,” explains packaging expert Marc Spauwen, “not only today for our plants in Benelux, but also possibly in the future for all our other plants inside and outside Europe. Naturally we expected world-class quality and support, a seamless implementation with training at a competitive rate.” Farm Frites was won over by Markem-Image’s capacity to provide several solutions through one single contact.



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Savings all along the line ■ ■ ■

Today, nearly sixty coders have been installed in Belgium and the Netherlands. To code the bags prior to filling, twenty-three SmartDate X40 thermal transfer coders have been chosen. For the cartons, Markem-Imaje proposed thirty-two high resolution large character inkjet coders (5800) and, for the pallets, five 2200 Series print and apply systems. All the printers are centrally managed with this, a software suite also provided by Markem-Imaje. With CoLOS software, Farm Frites can easily design all its messages and generate its GS1-128 barcodes from a simple PC interface. All

In a move to modernize its coding equipment, Farm Frites, the third largest potato processing company worldwide, has chosen Markem-Imaje to cover all the coding needs of its Benelux plants.

the printers are linked together and connected to the company database helping retrieve product information without any errors. "The result is an extensive automation with minimum human input and

complete tracking and tracing," says Marc Spauwen. "Human errors are almost eliminated and the integrity of the data is at the highest level." Installing the 5800 coders on its packing lines helps Farm Frites make significant savings with carton inventory. "We could replace our pre-printed cartons by blank cartons we personalize at the last moment with logos and product information. The codes are checked with a scanner. Almost all of them are perfectly readable," explains Marc Spauwen. Maintenance is another source of savings: "The cost of maintaining our Markem-Imaje printers is lower



With the 5800 coders, Farm Frites could replace its pre-printed cartons by blank cartons personalized at the last moment.

compared to the printers we had," he continues. Impressed by the flexibility and the quality of both the printers and the software provided by Markem-Imaje, Farm Frites considers extending the experiment to similar future implementations in the other plants of the group. "The ten thousands of prints per day testify of the quality of the Markem-Imaje printing solutions," concludes Marc Spauwen.

For more case studies, visit www.markem-imaje.com

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