



# Hotel Chocolat

## “A taste of sweet success”

Solutions for the whole production line  
**Traceability of chocolates** ■ ■ ■



**“The SmartDate 5/128 thermal transfer coders helped us to increase line speeds by 77% without compromising on print quality.”**

**Duane Howden, Asset Care Coordinator, Hotel Chocolat**

**Name:** Hotel Chocolat

**Founding date:** 1988

**Production site:** Huntingdon (UK)

**Business:** Luxury chocolatier and cocoa grower

**Points of sale:** Over 70 stores in the UK. Stores in the US and Middle East

### Premium coding ■ ■ ■

Hotel Chocolat, which owns more than 70 stores in the UK and is engaged in an expansion program in the US and Middle East, is a leading premium chocolatier and the only UK company to grow cocoa on its own plantation in Saint Lucia. Priding itself on being a business that offers a premium product whose appearance must facilitate an exclusive and theatrical retail consumer experience, Hotel Chocolat requires the highest quality production equipment and capabilities at its factory in Huntingdon to match these customer expectations.

The chocolatier identified an opportunity to improve packaging presentation as well as operational efficiencies and consulted Markem-Imaje to find a more effective coding solution. The packaging formats were altered to provide as much on-pack information for the consumer as possible. These changes meant that coders that could print across a wider area were essential. A cleaner and more reliable coder was also required to code the luxury presentation trays used by Hotel Chocolat. The ability to

use barcode scanning for job selection and a single image database, along with a single software application to design and download images from, were also essential.

Both companies worked closely together to implement a new coding and marking system, installing six SmartDate 5/128 thermal transfer coders on three production lines, to code on paper and polypropylene films. In addition, two 5800 large character inkjet coders were installed to print on the individual outer corrugated cartons as well as a desktop printer to print paper labels. CoLOS software provided the single application on which images could be designed and downloaded.



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## One stop shop ■ ■ ■

Installing the SmartDate 5/128 coders, capable of coding on a print area up to 128 mm by 150 mm, helped Hotel Chocolat to increase line speeds by 77% without compromising on print quality. An additional advantage was the ability to scan jobs using a barcode, which means coding equipment does not have to be purged of previous job details. Barcode scanning eliminates operator errors and thus increases overall efficiency.

The 5800 inkjet coders, which use a wax-based ink, print at a higher resolution and have proved to be cleaner in the production environment than the old solvent based equipment. Images are clearer which means that fewer

**Hotel Chocolat, a UK leading premium chocolatier, has chosen Markem-Imaje to further improve print quality and overall operational efficiency at its factory in Huntingdon.**

packs are rejected due to poor print quality. The coders also require less day-to-day maintenance, cutting unnecessary downtime.

This combination of increased line speeds, more

reliable equipment that uses consumables such as ribbon and ink more efficiently and reduced downtime due to maintenance, has helped Hotel Chocolat to improve line efficiency by 10%.

The CoLOS software installed by Markem-Imaje has proved extremely effective in helping them to streamline production processes as well as providing reassurance that codes are consistent and compliant with all relevant regulations.



**To code packaging film Hotel Chocolat installed two SmartDate coders on each of its production lines. Shipping boxes are coded with a high resolution hot melt inkjet printer.**

The 'one stop shop' solution provided by Markem-Imaje has been complemented by excellent customer service and quick access to local engineers whose knowledge covers all of the equipment and the different technologies employed. Senior personnel make regular visits to ensure the coding and labelling equipment and the networking software continue to provide Hotel Chocolat with the most effective solution.

**For more case studies, visit [www.markem-imaje.com](http://www.markem-imaje.com)**

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