



Liberté Brand Products “Complete Liberté”

Solutions for the whole production line
Traceability of dairy products ■ ■ ■



“We are constantly seeking new equipment using cutting-edge technology like the laser coders from Markem-Imaje.”

**Normand Champagne,
Saint-Hyacinthe Plant Manager**

Name: Liberté Brand Products

Founding date: 1936

Production sites: Toronto and Saint-Hyacinthe (Quebec, Canada)

Employees: 160

Business: production of yoghurts and cream cheeses

Certifications: HACCP

Tradition and modernity ■ ■ ■

Liberté is the story of a Jewish family from Russia who fled to America to escape persecution at home. After they settled in Canada, they founded a dairy company, which they named “Liberté”, inspired by the Statue of Liberty so iconic to their adopted continent. Over the decades, this traditional little company, specializing in the production of cream and cottage cheeses, made one good decision after another. Its decision to focus on natural products and retain an “artisanal” spirit led to a solid reputation with its customers. Its decision to make yoghurt - a dessert little known in America at the time - made it even more successful. Encouraged by the enthusiastic reception given to this dairy dessert by its customers, Liberté saw its production volumes take off spectacularly thanks to two flagship products: its Greek yoghurt and its Méditerranée yoghurt brands. Today, Liberté boasts two production plants and two logistics centers. In just four years (2008-2012), the company quadrupled its size and production capacity at its Saint-Hyacinthe facility, which now makes over a thousand metric tons of yoghurt per week. To achieve this, Liberté had to completely overhaul the organization of its

production lines. And for the coding of its primary and secondary packaging, it turned to Markem-Imaje expertise, with one major objective in mind: to save time and boost efficiency. Markem-Imaje offered Liberté a global solution, custom designed for each stage of the production process. For example, to mark the expiry date and batch number on the tops of yoghurt multipacks, Liberté equipped itself with 7031HD laser coders. The technology is ideal for this type of application since it can be used to code 24 yoghurts in less than one second with just one printhead thanks to its wide printing area. “For this application, we would have needed six inkjet printers to achieve the same result!” enthuses Normand Champagne, Saint-Hyacinthe Plant Manager.



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A solution at all production stages ■ ■ ■

For individual cups, however, inkjet technology was chosen. Liberté thus uses several inkjet printers from the 9000 Series, including the very recent 9232. At the end of the line, 2200 Series coders are used to print and apply labels to trays. Benefits: speed, of course (up to 125 packs per minute), but also flexibility. The labels can be applied to any surface of the packs, depending on requirements. The 2200 Series also limits downtime on lines thanks to longer ribbons and label rolls (560 meters), which, in addition, are designed to run out at the same time. To create its messages and its labels, Liberté uses

The Canadian company Liberté, specialized in the production of yogurts and cream cheeses, has chosen several Markem-Imaje solutions to code its primary and secondary packaging in its Saint-Hyacinthe site.

CoLOS Enterprise software, developed by Markem-Imaje. The software can also be used to connect all the plant's printers to a single computer storing all printing data. Liberté can thus launch production and monitor each of its printers in real time.

The solution proposed by Markem-Imaje has helped Liberté stand out from the competition in today's market. "The yoghurt sector is a highly competitive business. It is important for us to be up among the leaders," says Normand Champagne. Our yoghurts, very popular with consumers at present, give us a competitive edge, and



Each cup is identified with a 9232 inkjet printer. The multipack yogurt trays get a label printed with a 2200 Series print and apply system.

we need to innovate continuously in order to maintain this. Our production process is part of this. That's why we are constantly seeking new equipment using cutting-edge technology."

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