



Kingsland Wines and Spirits “From vine to label”

Featuring print and apply systems
Identification of wine cartons ■ ■ ■



“With the 2200 Series from Markem-Imaje, we have reduced line stoppages due to roll changes by 25%.”

**Nigel Smith, Project Manager
for Kingsland Wines**

Name: Kingsland Wines & Spirits

Location: Irlam (Manchester), England

Founding date: 1962

Employees: 300+

Business: Wine sourcing, bottling, storage, distribution and contract packing

Production: 81 million litres bottled and packed per year

Certifications: ISO 9001:2008

From the vine to the wine ■ ■ ■

Kingsland Wines and Spirits, based in Manchester, is the UK's premier independent supplier of wine and spirits. It specialises in the packing, importing, bottling, storing and distributing of wines and spirits from around the globe. With more than 50 years of experience in the industry, Kingsland is renowned as a company that can provide the complete solution – from vine to shelf. Priding itself on being a business partner who encourages and enjoys long standing relationships with its customers, Kingsland requires the highest quality production equipment and capabilities to match customer expectations.

After identifying a requirement to introduce on-line print and apply outer pack labelling at speeds of up to 46 packs per minute, Kingsland Wines invited nine prospective coding and marking suppliers to present print and apply solutions. Kingsland required a solution that was fast, accurate and flexible and would be common across all their production lines, coupled with the need for a long lasting printhead and compatibility with the existing business system.

The company also required a robust, practical solution that would require minimal training for operatives. Nigel Smith, company Project Manager for Kingsland Wines, said: “To ensure production line speeds and overall efficiency, we required printers that could be moved easily between production lines in the event of failure, that minimised stoppages due to roll changes and could be serviced by local engineers when necessary.” A series of trials confirmed that only two of the suppliers could match the speed and budget requirements of Kingsland. The 2200 Series suggested by Markem-Imaje also provided the accuracy, flexibility and compatibility that Kingsland required.



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the team to trust ■ ■ ■

Increasing efficiency ■ ■ ■

In 2012, the existing pre-printed label applicators were replaced by eight Markem-Imaje 2200 Series print and apply systems, all equipped with a wipe applicator. "With their larger 560 m label and ribbon rolls we have reduced line stoppages due to roll changes by 25%. On our fastest production line, two systems are used. It allows an automatic changeover to be made, removing the need for operator intervention, reducing errors and increasing line efficiency," continues Nigel Smith. The quality of the printhead used was

Kingsland Wines and Spirits, the UK's premier independent supplier of wine and spirits, chose to work with Markem-Imaje in a project to introduce on-line carton labelling on its packing lines.

another important consideration for Kingsland. The hardwearing printhead used in the 2200 Series needs to be changed less frequently, which makes it a more cost effective printer for Kingsland. The eight 2200 Series systems are linked via the site's wireless network to the computer business system.

"It was important for us to find a supplier who could provide software compatible with our business system. The CoLOS Enterprise software supplied by Markem-Imaje is easy to use and helps us design, store and download all our label information safely," adds Nigel Smith.

The modular design of the 2200 Series also means that maintenance work can be carried out quickly, with minimal



All the Markem-Imaje 2200 Series are linked to Kingsland's computer business system.

impact on the production line and because the 2200 Series can operate effectively on all of Kingsland's production lines, printers can be moved to different lines whenever required. Nigel Smith concludes; "Markem-Imaje has proved to be a responsive, trusted partner, making regular visits to ensure the equipment and software installed are providing us with the most effective solution."

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