



# Nestlé – Sugano “Impact-free printing”

Featuring small character inkjet printers  
Identification of cat food ■ ■ ■



## Exceptionally high standards ■ ■ ■

In 2007, the Japanese logistics company, Sugano Packing Materials, was chosen by Nestlé Purina PetCare to package its “Mon Petit” cat food brand. To fulfill the contract, the company has to meet the exceptionally high standards of this global food industry giant. “We produce around 500,000 packs of “Mon Petit” cat food per month at our Nishinomiya plant. The product is first delivered in bulk directly from the Nestlé factory to our warehouse. It is poured into a tank, where it is subjected to a whole battery of tests and inspections before being automatically divided into portions and packaged in cardboard packs,” explains Takeshi Yoshida, Sugano’s General Manager. “The use-before date must then be printed on each packet to comply with local regulations.”

Since Japanese consumers expect the very best, the quality of the packaging and legibility of the marking need to be flawless. To satisfy consumers, Nestlé Purina PetCare has even signed a contract with Sugano preventing any

“Protecting the environment is a duty for any company. With its MEK-free inks, Markem-Imaje’s 9232 printer fits the bill perfectly.”

**Ryoji Fujita,**  
Nestlé Purina PetCare  
Commercial Development

**Name:** Sugano Packing Materials

**Location:** Japan

**Sites :** Koshienhama, Nishinomiya-shi, Hyogo-ken

**Founding date:** 1976

**Employees:** 130

**Business:** logistics services (warehousing, packaging and distribution)

**Production :** 500,000 boxes of cat food per month (for Nestlé)

defective packagings from leaving the factory. It is therefore crucial to pay close attention to both the quality of the printer used to mark the products and its technical features (choice of character size, clarity of marking, legibility, reliability, user-friendliness, etc.).



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the team to trust ■ ■ ■

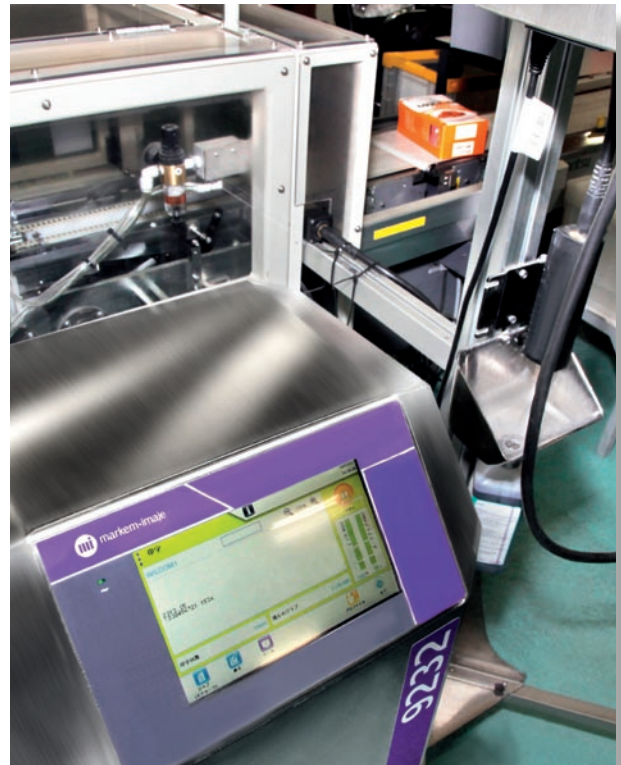
## MEK-free inks ■ ■ ■

Already a Markem-Imaje customer for a number of years, Sugano had been using S7 and 9000 Series inkjet printers. On the advice of Markem-Imaje and encouraged by Nestlé Purina PetCare, in 2011, the company opted for the 9232, the group's latest-generation printer. "Although we were still very happy with the equipment in place, we decided to change to the 9232 printer. The marking is extremely

**A prime service-provider for Nestlé, the Japanese logistics services company, Sugano Packing Materials, has opted for Markem-Imaje's 9232 inkjet printer to identify the food industry giant's cat food packs.**

clean and legible and the printer works perfectly at low operating costs," explains Takeshi Yoshida. "Our operators have been impressed by the new printer. It is more user-friendly and consumables can be changed quickly and cleanly. It really is a high-

performance printer!" And one last argument helped to sway Sugano: the enhanced reliability of the 9232, something that is essential for a company whose production lines operate around the clock. Plus, in the event of any problems, Markem-Imaje's support team intervenes immediately. But another reason was behind Nestlé's insistence that its service-provider switch to the 9232: strongly committed to protecting the environment, the group was impressed by the "green" MEK-free ink developed by Markem-Imaje. "This ink helps protect both the environment and our production line workers," says Ryoji Fujita, from Nestlé Purina PetCare's Commercial Development Department.



**With the new 9232 printer, Sugano can print around 30 boxes per minute.**

"For Nestlé, every company has a duty to society to protect the environment. Markem-Imaje has always been a trailblazer, long since offering products in tune with our needs."

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