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Case Study

Product identification | Food sector

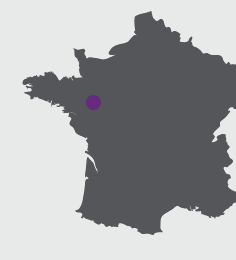


Increasing production whilst implementing eco-design

were the main considerations for Bioplants, France's top organic herb producer when seeking its coding solutions partner. Markem-Imaje's 5800 **TouchDry**® High Resolution inkjet printer and **CoLOS**® Packaging Intelligence software provided the answer to the company's sustainability and growth needs.

Customer

France's largest organic aromatic herbs producer



Les Ponts-de-Cé,
Anjou, France

Founded in 2010

12 Employees

Production of 20
varieties of organic
aromatic herbs. Three
million pots sold each
year. Products retailed
in 16 supermarket chains

www.bioplants.fr



Challenge

To double production output whilst simultaneously improving sustainability and using only recyclable substrates in a very humid working environment.

Already France's largest organic aromatic herbs producer, Bioplants, a subsidiary of the Swiss company Max Schwarz, has set a target to double its production by 2025, from three to six million jars produced each year, using no pesticides or synthetic fertilizers.

In 2021, Bioplants inaugurated new state-of-the-art 15,000 m² greenhouses equipped with climate control, heat screens and diffused glass. The most important criterion for the producer for its marking operations was sustainability. "To be consistent with the environmental exemplary nature of our Ponts-de-Cé site, we have also added to the specifications our wish to set up an environmentally friendly marking solution for our eco-designed packaging boxes", says Xavier Bossard, Operations, Digital and Logistics Project Manager at Bioplants.

The company had already collaborated with Markem-Imaje since 2016, but now

"The Markem-Imaje solution proposed to Bioplants was interesting because we could choose the criteria we needed: Before that we were using a labeler, so one consumable item created every time we labeled a package. Today we use hot melt ink directly projected on the cardboard that allows to add traceability to the packages, which we did not have before"

– Xavier Bossard,
Operations, Digital and
Logistics Project Manager
at Bioplants.

needed to significantly ramp up production and end time-consuming manual labeling of its packaging whilst processing different products. They also wanted to start printing on blank cardboard to be more sustainable. The company required a minimum throughput of 700 boxes processed per hour and a technology both able to withstand the humid environmental conditions of the production site and that prevents ink from migrating through the cardboard packaging.



▲ 5800 drop-on-demand inkjet printer using patented Touch Dry® hot melt inks facilitates late-stage customization. No need for pre-printed boxes, reducing inventory and waste

Solution

Markem-Imaje 5800 **Touch Dry**®
High-resolution Large Character
Piezo (LCIJ) printer and **CoLOS**®
Packaging Intelligence software suite

Markem-Imaje offered its 5800 drop-on-demand inkjet printer using patented **Touch Dry**® hot melt inks which are solvent-free, safe to handle and less harmful for the environment than other inks.

The inks also facilitate late-stage customization in printing their variable text and graphics "on-the-fly." The LCIJ hardware was implemented in conjunction with **CoLOS**® Packaging Intelligence software suite, integrated with the production line and ERP systems to digitalize, automate and verify production. The software also provides data and reporting insight for optimized productivity and other key KPIs, like sustainability.





Benefits

- A printing rate surpassing Bioplants' need to double production
- Automated and more environmentally-friendly marking operations, eliminating consumables and lowering processing time and waste
- No pre-printed boxes, reducing inventory and waste
- Gains traceability, authentication of products

Impressed by the 5800's specifications and Markem-Imaje's know-how and reputation, in June 2021, Bioplants invested in two such inkjet printers and the **CoLOS®** software solution. The combined solution offers high quality marking with automated verification of code legibility and a production speed of 15 cartons per minute—exceeding the customer's

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◀ The 5800 with CoLOS® software provide good quality marking with automated verification of code legibility and a production speed of 15 cartons per minute

hourly requirement. It also removed the company's previous need to use manually applied labels on its products, boosting the speed and sustainability of production. Additionally, it provides a solution that excels in Bioplant's humid environment and that guarantees quality marking on recyclable kraft cardboard. "We wanted to have a system that was both more efficient and eco-responsible," says Xavier Bossard, Operations, Digital and Logistics Project Manager at Bioplants.

Now, thanks to easy **CoLOS®** integration, the printer messages are changed automatically, allowing the storage of less preprinted corrugate case inventory and the ability to print only when required. This means less waste and the removal of contaminating consumables, further improving sustainability KPIs whilst also boosting uptime.

CoLOS® also provides Bioplants with the

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ability to track-and-trace and authenticate its product for the first time, enhancing brand protection. "Markem-Imaje and Bioplants were made to work together: We are both committed to eco-responsibility so we adapt our technology to a specific need", says Cédric Bédon Sales Engineer at Markem-Image France. "For Markem-Imaje it is extremely rewarding for us to work with partners who share our values."



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