



Coding that keeps up the pace!

The French subsidiary of Coca-Cola European Partners (CCEP) chose Markem-Imaje laser coders for marking aluminum cans at its Marseille facility. The technology convinced this very large European beverage producer whose production rate can be truly impressive: up to 25 cans a second!



Les Pennes-Mirabeau / **FRANCE**

Founded in **1970**

183 employees

Soft drink producer with **5 brands** (Coca-Cola Goût Original, Coca-Cola Zero Sugar, Coca-Cola Light Taste, Sprite, Fanta) on **3 production lines** (glass, PET, cans)

50 million unit cases produced per year

€65M invested between 2009 and 2017

Site certified: ISO 9001, FSSC 22000, ISO 14001, OHSAS 18001



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a **DOVER** company



CCEP:
fast-paced
production



“Markem-Imaje is the only one that fully reassured us that their laser had the capacity to keep up with our production rate, even in overspeed cases.”

◀ **Yannick Joubert,**
Senior Manager Plant Engineering
& Technology (CCEP)



▲ The CCEP factory near Marseille produces up to 120,000 cans every hour.

The Coca-Cola European Partners (CCEP) factory in Pennes-Mirabeau, near Marseille, opened its doors in 1970. Today it employs 183 people. Up to 120,000 aluminum cans come off the production lines every hour, placing it among the fastest line rates in Europe. Reliable equipment is a necessity to keep up with this pace. Up to this point, the factory had been using inkjet printers. Since they were becoming obsolete

and CCEP wanted its manufacturing process to be more environmentally friendly, the company had to find a replacement and a laser coding solution was the obvious choice. “With this technology, there are no more VOCs (Volatile Organic Compounds), marking is more precise and the resolution is better,” says Yannick Joubert, Senior Manager Plant Engineering & Technology at CCEP. “There’s less maintenance: we change the

filters once a year and wipe the laser lens every eight hours. Before, with the inkjet printers, we had to regularly stop the line to clean the heads. Since they clogged up, we also had to resort to double coding on cans to make sure the marking was effective.” By abandoning inkjet printers, CCEP also saves money because they don’t have to purchase ink and additive. And, since they no longer have to store them,

the company eliminated risks related to products in explosive atmospheres.





SmartLase F500

A turnkey solution

The Pennes-Mirabeau site replaced its four inkjet printers with two SmartLase F500 fiber laser coders. One of the main reasons why the company chose Markem-Imaje is because it has been using our CO₂ laser coders for its PET bottles for 10 years and hasn't had a single incident during that entire time.

"Based on this experience, we were confident and during the call for bids, Markem-Imaje was the only one that reassured us it had the ability to offer a solution that fully matched our production rate," continues Yannick Joubert. CCEP was interested in the complete package offered which includes coders, accessories, guard for securing equipment, installation, training, preventative and curative maintenance, as well as consumables (filters). "We also

appreciated Markem-Imaje's responsiveness. They made adjustments until the laser cooling and print signal were reliable. And the collaboration went well with our vendor in charge of vision coding control." All of the verifications showed that the laser technology was zero-defect. While the equipment has now been set up, Markem-Imaje teams still need to customize the laser guarding after a new request from CCEP and to work with CCEP's vendor to optimize code control. "We're the only ones within our Group, and even within the beverage industry, to use the laser at these rates for coding cans. This is a very conclusive first that has gotten the attention of our colleagues in Socx (North of France), as well as in Australia and England."

Markem-Imaje

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◀ Perfectly integrated into the bottling line, the SmartLase F500 coders provide a permanent and crisp code on the bottom of each aluminum can.

Fiber laser technology is a perfect match for the beverage industry because of its ability to concentrate a very intense beam of energy on the cans at a very high speed, up to 90,000 cans per hour and per line depending on the message. The fiber laser enables coding on metal, which the CO₂ doesn't do, as it's mainly used on PET bottles and paper labels.

For more case studies:
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