



The Birra Peroni project:

A successful technological partnership

Gruppo Sada sought a solution from Markem-Imaje that was compatible with their cardboard production line at their Pontecagnano (SA) plant. The objective was to print and ensure conformity of random alphanumeric codes, drawn from a text format file, on the inside of the cardboard carton without having to modify their company software. “Collaborative synergy on technological aspects is essential when looking for a coding supplier,” Francesco Galdi, head of Gruppo Sada’s IT division, pointed out. “For a prize giveaway operation, it is crucial we have a partner who can guarantee maximum security in the management of variable data.” Markem-Imaje’s CoLOS Promotional Coding software enabled the data to be channeled to Sada’s client software, which managed the coding, in parallel

and simultaneously, on five rows of cartons disposed on the same line. “Markem-Imaje’s pre-sales engineer’s input was essential for this operation. He was able to get the software programs to talk to one another precisely and efficiently,” comments Francesco Galdi, “ensuring that CoLOS would be compatible with all our equipment, even on the other lines. CoLOS allowed us to move away from previously used non-standard solutions which generated serious issues linked to duplicate codes printed during production.”

The operation became even more complex when considering the line’s high throughput and speed: 7,000 cartons per hour at nearly 3 meters per second. Thanks to the five 9450 inkjet printers installed in parallel, it was possible to print

Markem-Imaje’s CoLOS Promotional Coding software solution was easily integrated with Sada’s software, ensuring that the printed promotional codes were perfectly compliant and avoiding the need for more costly customized solutions.

random, non-sequential, alphanumeric codes that were between 3 and 10 mm in height with a print string up to 80 mm long. “Together with Gruppo Sada, we won the challenge by printing over 1 million codes for Birra Peroni. Not one single error occurred thanks to the interfacing of our CoLOS Promotional Coding program with their company software,” explains Andrea Celentano, Strategic Account manager at Markem-Imaje.

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Photos: Welcome, 05/2018

◀ Promotional codes are printed on the inside of Birra Peroni’s Nastro Azzurro boxes