Baby Food Company Prevents Mixed Labels with Walle's SafeSort™ System

Challenge

As a result of earlier label mixes with a label printer, the customer restricted the number of different SKUs that could be combined on a press sheet. While this restriction reduced the potential for mixed labels, it also increased the cost per label for the customer. Following another label mix with the printer even with the restrictions in place, the company came to Walle for help.

Solution

Walle presented the company with its custom-designed SafeSortTM System solution. Developed by Walle and the first of its kind in the industry, the SafeSort System provided automated label sortation along with vision verification of the entire label bundle, thereby validating that no label mixes occur within a bundle. In addition, the SafeSort System verified with vision technology each label in a carton against the external carton tag.

Results

SafeSort provided the customer with state-of-the-art vision verification of the entire contents of every carton of labels. This resulted in the customer having the highest level of security against label mix prevention, reducing their exposure to damaging product recalls. As an added benefit, due to the robustness of Walle's SafeSort, the customer choose to relax its restrictions to take advantage of greater label combinations. This significantly lowered the cost per label for the customer without any compromise in the safety of their finished product.

At a Glance

Product Used
Cut & Stack Paper Labels

Client Profile
A Manufacturer of Private Label Baby Foods

Business Need
The customer was extremely wary about mixed labels that can occur when different labels are combined on a press sheet in an effort to lower costs. Mixed labels can be damaging to the company resulting in costly product recalls and consumer liability. With over 100 different baby food SKUs, mixed labels were a significant risk to the company.

Solution and Benefits
Walle presented the company with its custom-designed SafeSortTM System solution. Developed by Walle and the first of its kind in the industry, the SafeSort System provided automated label sortation along with vision verification of the entire label bundle, thereby validating that no label mixes occur within a bundle. In addition, the SafeSort System verified with vision technology each label in a carton against the external carton tag.

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