

Supermarket Chain Improves Date Code Legibility and Durability with SafeDate™



Challenge

The supermarket chain filled and packaged its own line of teas, juices and dairy products. These beverages require “best by” date code identification for which the customer utilized ink jet technology that printed the date code on the bottle’s narrow neck. Unfortunately, the date code was sometimes illegible due to poor image quality or image placement. The supermarket chain began receiving complaints from its consumers and contacted Walle to develop a solution to the problem.

Solution

Walle researched the use of new ink pigment technologies that would enable laser coding the label itself in lieu of ink jetting on the bottle neck. By printing a square patch of a specialized ink pigment in tight register with the rest of the label graphics, the label was made receptive to irradiation by a CO2 laser. This unique technology called SafeDate™ offers several advantages to date coding using a laser ablation method including lower power requirements, faster speeds and higher quality. Additionally, SafeDate™ provides the added benefit of fully protecting the date code with the label’s over lamination of clear film. Consequently, the label’s date code cannot be distorted during production or altered in distribution.

Results

With Walle’s SafeDate™ technology, the customer no longer worries about the legibility of its date code on their beverage products. The new laser coding method not only produces a more reliable and durable image but has also improved application speeds on the customer’s filling line and eliminated their consumption of ink jet solvents. SafeDate™ also enabled the customer to add more copy to the date code and achieve a higher image quality. As a result, its consumers now equate a safer and higher quality product with the supermarket chain’s beverages over their competitor’s products.

At a Glance

Product Used

Roll Fed Labels

Client Profile

Supermarket Chain

Business Need

The supermarket chain filled and packaged its own line of beverages. These products required “best by” date code identification for which the customer utilized ink jet technology. Unfortunately, the date code was illegible resulting in customer complaints and lost product sales.

Solution and Benefits

Walle developed the use of new ink pigment technologies that enabled the use of laser coding on the label itself in lieu of ink jetting on the bottle. Walle’s SafeDate™ technology offers several advantages to other coding methods like laser ablation. Those benefits include lower power requirements, faster speeds and higher image quality. Additionally, SafeDate™ provides the unique benefit of fully protecting the date code with the label’s over lamination of clear film. Consequently, the SafeDate™ date code cannot be distorted or altered.