



# Greenvale AP

## “Smart thinking at Greenvale”

Featuring Thermal Transfer Coders  
traceability of fresh produce ■ ■ ■



“As a leading supplier to the UK’s largest retailer, it is imperative that our coding is accurate and efficient and MARKEM has helped us to achieve just that.”

**Rob Phillips,**  
Operations Manager

### Expanding coding opportunities ■ ■ ■

Greenvale AP, the UK’s largest fresh potato company, has dramatically improved the efficiency of its product coding process, thanks to close collaboration with MARKEM.

The forward thinking manufacturer called upon the leading coding and marking specialists to replace its existing hot foil machines. Their limited capacity for variable printing – requiring operators to manually change the text – meant that Greenvale couldn’t add product and traceability details to the date codes displayed on their bags of potatoes.

### Improved efficiency ■ ■ ■

Greenvale contacted MARKEM to see if the team could suggest new coding equipment which could increase the information printed onto the bags, as well as simplifying the operation and improving print quality and flexibility.

Consequently, a number of SmartDate® thermal transfer coders were installed. These print not only the best before date, but also the variety of the potatoes, the grower’s code, the origin of the produce and also vital traceability information. The SmartDate® coders are versatile enough to cope with a variety of different packaging machinery, including multi-lane thermo-formers, intermittent and continuous bagging machinery as well as labeling systems.

**Name:** Greenvale AP

**Location:** Cambridgeshire, UK

**Founded:** 1960s

**Staff:** 300

**Business:** leading supplier of fresh potatoes to the UK’s premier retailers, caterers and processing outlets

**Annual Production:** 100,000 tons of potatoes

To further improve the productivity of the factory, MARKEM and Greenvale also introduced a hand held scanning system to each of the production lines and networked the entire coding operation. When a shift begins, operators simply scan a barcode menu attached to each individual production line. Using MARKEM’s CoLOS™ networking software, (formerly CimControl) information is fed live to the SmartDate® coders from Greenvale’s Enterprise Resource Planning (ERP) System, Navision. Navision manages the daily production runs and, via CoLOS™, communicates instantly to the SmartDate® printers



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the team to trust ■ ■ ■

the latest product information for that information for that particular production line. The operator then checks the information is correct and signals their acceptance by pressing a line reset button that allows the information to update and start the packaging operation.

This has benefited Greenvale in a number of ways. The leading potato supplier can meet statutory requirements for traceability, satisfy retail customer's coding and labeling demands and provide all the traceability information required by an increasingly enquiring public.

### Flexibility in coding ■ ■ ■

The system suggested by MARKEM has greatly improved the efficiency of the factory by reducing coding errors and offering increased flexibility regarding the amount of information the

Greenvale AP, the UK's largest fresh potato company, has collaborated with MARKEM to create a simplified operation with improved print quality and flexibility.

manufacturer can now print on its produce. Print quality has also dramatically improved, with SmartDate® coders providing much clearer and consistent code quality to the old hot foil machines.

The system has been so successful at Greenvale's Doddington site that it has been replicated at the manufacturer's factory in Duns, Scotland.



Meeting retailer requirements - product variety, country of origin, linked display and expiration dates, batch and traceability details are all clearly displayed.

Rob Philips, Operation Manager of the Cambridgeshire factory, said: "MARKEM has provided a far more sophisticated coding solution than we originally envisioned and we are delighted with the results.

"As a leading supplier to the UK's largest retailer, it is imperative that our coding is accurate and efficient and MARKEM has helped us to achieve just that."

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