



Katjes “Katjes says, ‘yes, yes, yes’”

Featuring network control and image design software
traceability of food products ■ ■ ■



“The collaboration with MARKEM went smoothly. If any future labeling solutions are needed, MARKEM will definitely be our first point of call.”

**Dieter Kraushaar,
Packaging Development Manager**

Name: Katjes

Location: Emmerich, Germany

Founded: 1950 by Klaus Fassin

Staff: 500

Business: production of fruit and yogurt gums for mass market

Annual Production: approximately 60,000 tons

Centralized high speed coding ■ ■ ■

In 1950, the family business Katjes from Emmerich on the Lower Rhine - close to the Dutch border – became known for producing small liquorice ‘kittens’. The product gave the company its name: Katjes is the Dutch word for ‘little kitten’. Since the 70s, Katjes has expanded its portfolio continuously. At first fruit and yogurt gums and other fruit gum products were added to the range. Since the 90s acquisition of strong brands such as Villosa (2000), Ahoi-Brause (2002), Dr. Hillers Pfefferminz (1997), Gletscher Eis (2003) and Granini-Fruchtbonbons (2005), the family business has become Number 3 in today’s confectionery market. Where other companies have incurred heavy losses, Katjes managed to increase its turnover by 66% over the past five years. Katjes has remained a company with a strong sense of social responsibility, despite its rapid growth. In 2006 the Federal Minister for Labour and Welfare, Franz Müntefering, honored Katjes with the “Enterprise with Vision” award for integrating older employees because, against current trends, more than one third of Katjes employees are over the age of 50. Katjes also cares about its younger employees, and insists on a high standard of training for its apprentices. Katjes has already been able to celebrate Germany’s ‘Apprentice of the Year’ in the confectionery industry four times and

achieves a training quota of 10%, significantly above the 6.4% national average.

Katjes’ production takes place in its main location in Emmerich, in Remshalden near Stuttgart, and since 2006, in Potsdam. Here, in October last year, Katjes opened a ‘glass sweet factory’ – the first in Europe – employing 60 production workers. Interested visitors and organized groups can see all stages of sweet production, and inspect the quality and ingredients of the confectionery on site. No artificial colorings are used in any of Katjes products; fruit juices, pulp and natural coloring extracts are used instead.



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the team to trust ■ ■ ■

Networking coding solutions ■ ■ ■

A total of 500 employees work in the three Katjes plants, together producing around 60,000 tons of liquorice, fruit gum, boiled sweets and sherbet products each year. Output of boiled sweets can reach up to 4.5 million a day in Potsdam alone, so high packaging speeds and accurate coding are essential. Katjes attaches great importance to clear, well-positioned codes and has relied on MARKEM SmartDate® thermal transfer printers for the past six years. These coders deliver a clear, consistent print quality, even at high

Katjes, a fruit and yogurt gums manufacturer, chose MARKEM for an expandable solution that features central administration and management of all coding and labeling systems.

coding speeds. Because Katjes exports its products all around the globe, the coding process has to be flexible enough to meet each country's date coding legislation. Whether the code has only a single line of real-time data, or includes

manufacturing and use-by dates, various bar code formats, complex graphics and complete ingredients listings in different languages, all of Katjes customers' coding demands can be met.

From 2001, 29 SmartDates® were gradually installed on Katjes' high speed packaging machines, where they work reliably and efficiently. Katjes was happy with the coders' performance, but setting up print layouts on all these lines became a headache. "I had to go from SmartDate® to SmartDate® with my laptop and transfer every single layout," said Dieter Kraushaar, Packaging Development Manager for all three sites. "MARKEM helped us with this too, linking the systems using MARKEM's Network Management software."

This is an integral module of the CoLOS™ software package, a standardized and almost infinitely

expandable solution that features central administration and management of all coding and labeling systems.

"In Emmerich, the software installation proceeded well. The solution runs flawlessly and we were quickly impressed by the

ease and flexibility of operation. The central management and set-up of layouts ensures that the operator can only access the most current data. Incorrect

logos and print images are therefore impossible," continued Dieter Kraushaar.

When the Potsdam plant was added, SmartDate® coders were again chosen following positive experiences in the main plant. "After all, the well known Granini fruit drops are produced here in Potsdam – and we were not prepared to compromise on coding solutions,"

Kraushaar explained. In Potsdam both intermittent and continuous packaging machines have been fitted with SmartDate® coders. At first, the factory ran independently of the mother plant. Every time a print layout needed updating, a Katjes employee traveled from Emmerich to Potsdam to set up the new formats.

To make the operation more efficient, saving time and money, Katjes added the plant in Potsdam to the network without delay. Since January 2007, Potsdam has been connected to the plant in Emmerich via a direct data link. Images and layouts are created in Emmerich using MARKEM's CoLOS™ software package and are sent directly to the SmartDates® coders installed in Potsdam. If images need to be changed at short notice, a "fast channel" procedure takes over.

The images are redesigned in Emmerich, checked by the QA department, and forwarded immediately to the operator in Potsdam. Weight, use by dates, or other variable data, is entered locally and printing can commence immediately. Kraushaar concludes: "the collaboration with MARKEM went very smoothly. If any future coding solutions are needed, MARKEM will definitely be our first port of call."



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