



Prinsen BV “Mutual Trust”

Featuring small character inkjet printers
Traceability of instant food products ■ ■ ■



“The absolute printer reliability and the service we receive has convinced us to work loyally with Imaje for over 15 years now.”

Jan Van den Crommenacker,
Technical Manager, Prinsen BV

Name: Prinsen BV

Location: Helmond, Netherlands

Founded: 1924 by Johannes Prinsen

Staff: 90

Business: production of instant food products for mass market and the health foods market

Annual Production: approximately 40 million jars and 40 million bags

Modern marking for automated manufacturing ■ ■ ■

Prinsen BV is a family-run firm founded in 1924. During the 1970's, Prinsen BV undertook major changes in its product range to meet the changing trends in the food industry markets. Originally a simple producer of powders for pudding preparations, Prinsen BV now offers a wide range of over one hundred products including desserts, sauces, coffee, soups and other instant beverages, sweeteners, diet and energy food products marketed under its own brand and distributor brands.

In the 1990's, Prinsen began modernizing its plant facilities with highly advanced automation, mechanization and quality control. Prinsen faced many reliability related problems with its coding equipment and turned to Imaje for help in its modernization campaign. Today, Prinsen owns 4 label print and apply systems for identifying boxes and pallets and a group of 15 small character inkjet printers, including the most recent acquisition of 5 9020 printers.

The range of marking and coding equipment is primarily used to mark expiration dates, production dates and lot numbers on highly varied packaging supports, which can include glass and plastic jars, PE bags and foil-covered drinking boxes. States Jan Van den Crommenacker, Technical Manager with Prinsen BV: “We chose to work with Imaje because Imaje best met our requirements for printing on several different supports. What's more, Imaje reacts fast if and when problems crop up. An Imaje technician is on hand within 24 hours and always finds a solution to avoid any stoppage in production. Printer reliability and service have totally convinced us to remain loyal to Imaje, as has been the case for the last 15 years.”



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the team to trust ■ ■ ■

Savings on consumables ■ ■ ■

For Prinsen, three of the most decisive criteria entering into the choice of a coding equipment supplier are quality, equipment reliability, and operating cost. This led Prinsen to recently decide in favor of the new 9020 inkjet printers.

“These new machines consume much less additive, providing significant savings on consumables. They are quickly operational, saving valuable time on line start-up, and there’s no need to stop the lines to change consumable cartridges. We have also observed that even after production shutdowns of a week or more, they start up with no problem at all,” reports

The Dutch group Prinsen BV, specialized manufacturer of instant and health food products, has used Imaje to solve its marking and coding needs for over 15 years.

Jan Van den Crommenacker.

“Furthermore, messages and printing parameters are very easy to change, which means we can easily use the 9020 machines for several different production types.”

Indeed, one of Prinsen’s strong

suits is marketing its products in different flavors and packaging to reach highly segmented markets. And, as Jan Van den Crommenacker points out, “these printers are flexible and adaptable, reliable and cost effective.”



At Prinsen, the 9020 inkjet printers are used to print an expiration date and a batch number on various types of products, as shown above on plastic jar lids.

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