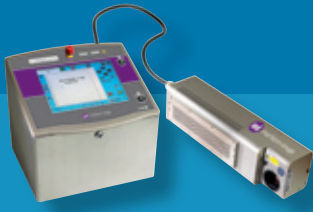


Unilever Argentina “Security and Trust”



Featuring CO₂ laser coders

Traceability for soups and bouillon cubes ■ ■ ■



“With the 7000 Series laser coders, our product marking is outstanding quality, highly legible, and above all permanent.”

Antonio Lombi,
Maintenance and New Work
Manager, Florida plant

Name: Unilever de Argentina S.A., a Unilever subsidiary

Location: Buenos Aires, Argentina

Founded: 1926

Employees: 220

Business: production of bouillons cubes, soups, condiments, potato purées and prepared foods

Production: 15,000 tons annually

The security of permanent marking ■ ■ ■

Unilever Group has been present in Argentina since the 1920's. In the year 2000, Unilever took over Bestfoods which owned four production plants in Argentina. As a result, the Argentinean subsidiary of the consumer goods giant now sells a wide variety of products, among which stand the food products distributed by the distinctive Knorr brand.

Each year 15,000 tons of bouillon cubes, soups, condiments, potato purées, pasta and rice ready-to-go meals are produced in Unilever's Florida plant, located approximately 15 kilometers from downtown Buenos Aires.

The pace on the 20 production lines may vary, but the rhythm is high throughout, up to 1,200 units per minute on the bouillon cube line. “We use two types of packaging: cardboard boxes for the bouillons and condiments and flexible plastic bags for the soups and prepared foods.

Legislation in Argentina requires each package to be coded with a lot number and ‘use-by’ date,” explains Antonio Lombi, Maintenance Manager at the Florida plant.

In early 2007, Unilever management began looking for new coding equipment. “We were looking for a new solution to meet our new needs – first and foremost, secure and permanent data printed on our packaging, particularly the ‘use-by’ date. Another important point for us was to control operating and maintenance costs,” Antonio Lombi states.



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the team to trust ■ ■ ■

An effective, economic solution ■ ■ ■

To meet Unilever's demand, Imaje Argentina suggested Antonio Lombi and his team the new 7000 Series coders. Two 30-watt 7031 coders have been installed on the fastest line which packages the bouillons cubes. Four cubes are simultaneously marked in a stopped position in just 0.2 seconds. Each laser head has a 155x155 mm marking window and can code two products at a time, for a throughput of 550 products per minute. The boxing lines, with a production rate of 80 to 100 boxes per minute, use 10-watt 7011 coders.

Unilever Argentina's Florida plant has chosen Imaje laser coders to secure the printed data on its packaging and to control production costs.

"We've been working with Imaje for nearly fourteen years now," observes Antonio Lombi, "and we rely on their expertise. The laser markings are excellent quality, perfectly legible, and above all permanent."

Lombi adds: "Laser

has shown itself to be economically advantageous, for companies like ours that run 24h/day throughout the year. We have calculated that our coders will be amortized in just two years. And we're doing without consumables – an interesting environmental advantage that our group is particularly sensitive to." Next step: outfitting new lines with laser coders in 2008.



The 7011 laser coders scribe the use-by date and the manufacturing code on 80 to 100 products per minute, depending on the line.

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