



Pierre Martinet

"Imaje caters to caterers who cater to their image"

Featuring print and apply systems
Traceability for caterers ■ ■ ■



From inkjet to labels ■ ■ ■

Pierre Martinet is the French leader for ready-made salads prepared in trays. "We have 365 references for salads, savoury pastries and charcuterie. Every year, our three production sites produce and pack over 46,000 tons of products sold to wholesalers and mass merchandisers," explains Isabelle Breuillot, Industrial Manager of the group.

In the town of Saint-Quentin, France, the 9 packaging lines work in identical fashion: once the trays are filled, they are identified on the side with a lot number and the sanitary stamp.

Four or eight trays are then grouped into boxes which are also identified, then shipped. When European regulation 178/2002 on food safety went into effect, the Pierre Martinet Group had to beef up its product traceability system.

To identify the trays and boxes, Martinet had long been happy with the S8 small character inkjet printers. But for the cardboard boxes, they could not use the S8 systems to print the 23 memorized fields of the EAN 128 code. Looking to Imaje for advice, Martinet opted for the label print and apply technology.

"Thanks to Imaje, we were able to meet all the latest legal requirements applying to food product traceability."

**Isabelle Breuillot,
Industrial Manager,
Pierre Martinet Group Plant**

Name: Martinet S.A.

Location: Saint-Quentin-Fallavier, France

Founded: 1977 by Mr. Pierre Martinet

Business: industrial production of ready-made salads, savoury pastries and packaged charcuteries

Production: 46,000 tons in 2005 on 15 packaging lines

Consumption: 15 million labels per year for the entire group

Today, all the lines are equipped with the 2000 Series systems, which print the EAN 128 code on a label and then apply the label on the side of the box.

"We specifically chose the direct thermal solution. The printing quality is excellent, enabling easy reading of the codes throughout the entire supply chain. Our clients, in particular the hypermarkets and supermarkets, are extremely concerned about traceability. With the 2000 Series systems, we meet their every demand, and of course the legal requirements too," states Isabelle Breuillot.



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the team to trust ■ ■ ■

One contract, many services ■ ■ ■

"In our peak period, which lasts from April to September, we work 24/5. With a packaging rate of 25 boxes per minute, we cannot accept any production stops. Equipment has to be reliable and easy to use. Intervention by our workers has to be kept to the strict minimum, for each line is managed by only two operators. In this respect too, Imaje totally met our needs, proposing tailor-made training for our people," affirms Mr. Spat, Maintenance Manager for the Martinet Group. Since 2004, Martinet has benefited from an Imaje Global Contract (lease and maintenance of the printers, supply of consumables). This flexible contract enabled Martinet

The Pierre Martinet Group works with Imaje print and apply label systems to cover every aspect of traceability for their products.

to change its printing technology, upgrading it to meet the new needs. "Imaje advised us and steered us toward the 2000 Series solution. The Global Contract enabled us to change equipment with no

problem. The systems are simple and reliable, and above all totally adapted to our production process," concludes Isabelle Breuillot.



The 2000 Series systems, equipped with a tamp applicator, print the 23 figures in the EAN 128 code on each box at the rate of 25 boxes per minute.



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