



# Waverley TBS

## “A technology for every need”

Featuring print and apply systems  
Traceability of wine bottles ■ ■ ■



**“The Imaje equipment is adaptable, easy to operate and, above all, reliable.”**

**Jim Sisson,  
Production Shift Manager,  
Waverley TBS**

**Name:** Waverley TBS

**Location:** Gateshead, United Kingdom

**Founded:** 2004 out of the merger between Waverley Vintners and The Beer Seller

**Business:** bottling and packing of wines from all over the world

**Annual Production:** approximately 30 million litres of wine in varying sizes of bottles and wine bags in 2004

### From bottles to cartons ■ ■ ■

Waverley TBS's bottling and packing facility in Gateshead supplies wines to several major supermarkets, public houses, restaurants, clubs and hotels. Last year they packaged approximately 30 million litres of wine in varying sizes of bottles and wine bags.

Identification of product is a priority for Waverley TBS. They employ four different coding technologies, all supplied by Imaje, to meet their varying demands; small and large character inkjet printers, desktop label printers and label print and apply equipment.

“Our most important consideration when purchasing any new equipment is reliability and ease of use,” explained Production Shift Manager, Jim Sisson. “We currently operate 24 hours a day, 6 days a week, and our coding equipment must do the same otherwise production would be adversely affected.” S4 and S8 small character inkjet printers print a lot number on the neck of each bottle and, if required, onto the bottle back label prior to application. The printers are also used to print information (lot number, % alcohol, wine

description, “best before” date, etc) onto the boxes used for bags of wine.

Once coded, the bottles are packed in cases of 6, 12 or 24 and continue down the line where the cases are printed on using Imaje Crayon large character coders. All or some of the following can be printed: lot number, time of packaging, wine description, case contents (e.g. 6 x 75 cl), plus any information requested by the customer.

“The Crayon coders are basic, good value, easy to use machines,” stated Mr Sisson. “We set them up at the start of each run and then just leave them to run, and apart from replacing empty ink bottles the operator intervention is minimal.”



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**From cartons to labels ■ ■ ■**

With increased demands for more information and good quality, machine-readable barcodes on case labels, Waverley TBS looked at alternatives to preprinted labels. "Having researched numerous suppliers of print and apply equipment, we agreed to trial the 2000 Series. The 5000-label roll was a distinct advantage as our previous label applicator could only accommodate a 2000-label roll. We were also impressed by the minimal time required to change consumables, thereby considerably reducing printer downtime," commented Mr. Sisson, "the pre-installed label design

**Waverley TBS, the UK's largest drinks distributor, chose Imaje for their total coding requirements.**

software simplified the process of changing from one label design to another for different customers." Since installation, throughput on the packing line

has increased. "This is mainly due to the increased size of blank label rolls; now the line is only stopped every 5 hours to replace the roll, instead of every 2 hours. The shift supervisor no longer has to leave the production floor to arrange for labels to be preprinted. He is now able to spend more of his time proactively monitoring the line, resulting again in a reduction in line-downtime," explained Mr. Sisson.

On the "Bag in a Box" packaging line, a Nova desktop printer preprints labels which are loaded into a label applicator for application to the boxes.

Mr. Sisson concluded, "Our business demands good quality, reliable equipment backed up by a responsive support network. The Imaje equipment is adaptable, easy to operate and, above all reliable.



**The 2000 Series, fitted with a tamp applicator, produces labels with the customer name, wine description, size of bottles, weight of case, barcode and customer specific codes.**

If we do experience difficulties we know we can receive immediate assistance via the telephone Helpdesk, although with regular preventative maintenance visits from the Imaje service engineers, this is kept to a minimum."

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