



Arla Foods

Extremely satisfied about the 29 VJ 1510's

Arla Foods traces its roots back to the 19th century, when Danish and Swedish farmers founded a co-operation to raise the quality of milk.

With more than 100 years experience, Arla Foods is one of the largest dairy companies in the world, with a turnover of 6 billion euro's.

Arla's aim is to get people "Closer to Nature" and they carry this vision throughout their management team. You can find this central theme in all of their advertising campaigns, at the production and distribution centre, and also on the coded products themselves.

The Nijkerk location has been part of Arla since 2009. Before the take-over, the plant was part of Friesland Foods. The Nijkerk plant produces yoghurt, puddings and other specialty dairy products. Famous products from the Dutch production plant are Arla biological milk, biological pudding and yoghurt, Friesche Vlag Milk & Fruit and Breaker.

Arla Foods has been a loyal Videojet customer for over 15 years. They have 29 ink jet printers that code a variety of daily packages, including the usual litre and one and a half litre packages, spouted pouches and cups. Arla began their investment in Videojet's Excel-series using several, Excel 100, Excel 170i and Ipro printers. All Arla products are being provided with a 'best before' date and a traceability code.

Manufacturing Project Co-ordinator, Cor Griff, has been working at the Nijkerk plant for over 25 years. Cor is responsible for technical issues and assists in the purchase of new equipment. He keeps a good eye on the market, and presents process improvements to the Management Team. "If you want to stay ahead of competition, you'll have to keep innovating", tells Cor.



At the moment, 29 Videojet 1510 small character ink jet printers are being controlled by a production monitoring system; a large and challenging coding project, which has been realised in the last year. Looking back on this, Cor Grift acknowledges that it has been a large and successful improvement.

After speaking with Videojet about our new 1000-line ink jet printers, Cor and fellow colleagues were keen to learn more.

Cor tells us that the 1510 is the perfect printer which the coding industry has been waiting for. "They figured it all out: the small size, the technical part that comes together in one changeable core, the solid modular print head, the flexible umbilical and the cartridges. Videojet is the only coding supplier with all these advantages and is far ahead of competition with the 1000-line. The only point of attention is that Arla's Technical Department gets less experience, because of the low number of failures and the fact that the printers need less maintenance. A luxury problem actually."

Cor Grift is extremely satisfied with the performance of the 1000-line and the Videojet organization. "Due to the low downtime and the less maintenance of the printers, Arla saves a lot of money every month. Videojet organized the preparation, the installation and the follow up care very well. Before the deal, they established several cost reductions, without harming the quality. In the weeks after, the printers were being installed into the production line and Arla operators were being trained."

Cor Grift describes Videojet as a professional and reliable partner, who always thinks along with the customer. "If I had to do this 29 printer project over again, I wouldn't do it differently", he says full with confidence.



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