

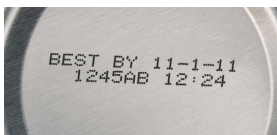
# Can do!

## Cider Maker HP Bulmer Invests in Videojet's 1600 Series High-utilization Printers



English cider company HP Bulmer manufactures two of the country's most popular brands of alcoholic cider: Bulmers and Strongbow. Founded in 1887, HP Bulmer makes 65 percent of the cider sold in the United Kingdom and most of the UK's cider exports. At its Hereford, England, facility, the company produces 132,000 cans and 11,500 bottles of Strongbow per hour and distributes them to suppliers throughout the UK.

In 2010, the Hereford facility had two canning lines that each produced more than 60,000 cans per hour, and a bottling line that processed 11,500 PET bottles per hour. Such high-capacity processing required reliable ink jet printers to apply variable data codes, so in the past, HP Bulmer had relied on Videojet Technologies' equipment to handle the coding on their packaging lines.



*Ink jet code on can*

When HP Bulmer management decided to upgrade their machines, they asked Videojet to recommend the very latest in ink jet printing technology.

The codes on the cans requires two lines of text including a Julian date, a best-before date, the time, and a reference to the production line.

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Videojet suggested the 1600 Series continuous ink jet printers since they can print up to five lines of text and run at HP Bulmer's extremely high speeds. The 1600 Series is part of Videojet's industry-leading 1000 Line of continuous ink jet printers designed for 24/7 production and extended run times before requiring maintenance.

### Advanced Technology Delivers Reliable, Accurate Messages

Bulmer's new Videojet 1600 Series printers replaced a number of aging Videojet Excel 170i UHS printers. Although the Excels had consistently supported Bulmer's needs for ten years. John Lewis, Training Manager, has been impressed with the new 1600

Series printers' even greater reliability and more compact design.

**"The machines are so reliable, we don't need to enter anything. Best-before dates are created for the end of the month, limiting how often operators need to change messages."**

- John Lewis, Training Manager

Andrew Rawcliffe, Packaging Engineering Maintenance Manager, adds: "The Videojet printers are simple and easy to use. 80% of mistakes occur due to human error, and the intuitive operator interface reduces this." Andrew also appreciates the modular ink system. Videojet's Smart Cartridge™ eliminates spillages and ensures the correct fluid type is installed.

To date, nine 1600 Series machines have been installed at the Hereford site. As HP Bulmer grows, Videojet looks to support them to achieve their goals for continuously increased uptime and production levels.

**"Even under the most difficult situations, the support of Videojet has been there."**

*John Lewis, Training Manager*



*Strongbow Cider in PET bottle receiving Videojet code*



*Videojet 1600 series printer online*



*Continuous ink jet code on cardboard carton*

## Videojet 1600 Series Continuous Ink Jet Printers

The Videojet 1600 series small character ink jet printers are designed for customers with high speed production lines and around-the-clock coding, delivering up to 14,000 hours of production before



required preventive maintenance. A vapor recovery feature allows for longer runs without intervention. These printers deliver superior uptime in high speed applications for greater productivity.

### Advanced capabilities

The Videojet 1600 series can print up to five lines of high resolution print with speeds up to 960 fpm (293 mpm). The Videojet 1600 series is designed for printing codes up to 24 hours per day, 7 days per week, making it the perfect solution for high-speed, large-output production lines, such as those in the beverage, canning and food industries.

### Simple to maintain

The integrated core consolidates the printer's key ink system components into one part. Core change out is simple and mess-free and is designed to be customer-replaceable in 30 minutes without requiring a visit from a trained technician. A countdown meter offers easy monitoring of time remaining before the core must be changed.

Learn more at: [www.videojet.com/beverage](http://www.videojet.com/beverage)



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