

Like a Fine Wine

Henri Bourgeois Prints Tradition in Large Characters



Located in the French village of Chavignol – famous for its vineyards and goat cheese – Domaine Henri Bourgeois has been producing fine wines for ten generations. But being tied to the vineyard and its traditions does not stop the winemaker from working with modern tools and the latest technology. For marking codes on wine cases, Henri Bourgeois uses the Videojet® 2300 Series of large character ink jet printers from Videojet Technologies Inc.

“Our tradition, passed down from father to son, respects the vineyard as well as the cultural and wine making traditions,” says Jean-Christophe Bourgeois, cellar manager for Henri Bourgeois. “Sometimes we make improvements through new techniques in grape growing. The same thing goes for our packaging operations. We remain responsive to new technologies and all that concerns the marking of our bottles and cases.”



Henri Bourgeois produces 150,000 cases of wine per year on three packaging lines that run an average of 13 cases per minute. Videojet printers are used to print logos, bar codes and product information on two adjacent sides of the shipping cases.

Making a Mark

As a growing business, Henri Bourgeois was faced with the need to mark more information on each shipping carton. However, the information's appearance needed to be consistent with the brand image. Having used Videojet laser equipment to engrave batch numbers on glass bottles since 2007, the winemaker considered Videojet printers for its case coding. “We were very satisfied with our Videojet systems and our relationship with the company, so we called them when it came to mark our cartons”. Videojet conducted a detailed site inventory and complete study of Henri Bourgeois’ printing needs.

“They took us by the hand and went through our technical and economical choices. We appreciated the possibility to test various solutions on site,” Bourgeois says.



High-Quality Printing

Videojet 2360 printers were selected for their ability to print large characters at high resolution (180 dpi), for print quality that matches that of pre-printed cartons.

“The print quality is a real asset for our branding image, reflecting the extreme cleanliness of our operations,” Bourgeois says.

The high-quality printing of the Videojet 2300 Series printers is due to an automatic printhead micropurging process that systematically cleans the printhead before printing each message without operator intervention.

This process eliminates frequent downtime, while maintaining high quality printing, even in dusty environments. To conserve costs, the ink is recycled and reused during the automatic printhead micropurge.



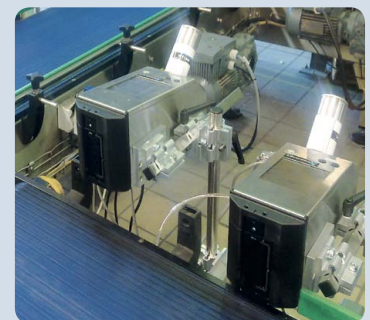
Small-footprint Videojet 2300 high resolution case coders integrated at Chavignol facility.



Generic white case printed online with full branding, barcode and identification information.

“The automatic micropurge feature is really clever. No more unproductive work stoppages to clean,” Bourgeois says. Videojet 2300 Series printers have an intuitive touch screen control system that makes it easy for operators to select the right job without the opportunity for errors created by on-line message creation. A single master unit can operate multiple Videojet 2300 Series printers for simplified message changes.

“We can connect two printers on each side of our conveyor belt to print a message on different sides of the carton, based on our clients’ needs,” Bourgeois says. “It gives us more flexibility.”



Building upon their success, the experts at Henri Bourgeois will continue to combine old-world winemaking traditions with the latest technological advancement to ensure the highest product quality.

“One of our exceptional wines is produced in barrels made of Saint-Étienne oak wood that’s over 430 years old (see sidebar on last page). But, we do not neglect investing in advanced technology when it meets our needs and represents a true added value,” says Arnaud Bourgeois, trade manager for Henri Bourgeois.



A family business with a global footprint.

Videojet 2300 Series Large Character Printer



The Videojet 2300 Series high-resolution, large character ink jet printers provide consistent print quality on secondary packaging materials. The systems are designed to reliably print accurate, high-quality, real-time alphanumeric codes, GS1 compliant bar codes, brands and graphics. At a resolution of 180 dpi, the printers are capable of complete generic case coding at pre-printed quality levels.

Printhead Micropurging

As experienced at Henri Bourgeois, an automatic, patented printhead micropurging process reduces operator intervention and provides simple, regular care to help maintain high print quality without reducing line speeds.

High Resolution Message Printed on Henri Bourgeois Cases

Production Code (points to MAT 109428)

Import Partner (points to VECTURA AS OSLO)

Scanable Bar Code (points to the barcode)

High-Resolution Brand Logo/Icon (points to the church illustration)

Vintage (Year) (points to 2010)

Variety and Volume Information (points to SAUVIGNON BLANC 2010)

Label text includes: VECTURA AS OSLO, MAT 109428 (V) 3317301, PETIT BOURGEOIS SAUVIGNON BLANC 2010, VIN DE PAYS DU VAL DE LOIRE, 17 Kg - 9L V109 19 04 11 3 (S.C.) 12x750 ml

Laser Focus on Quality

Henri Bourgeois utilizes Videojet laser coding systems to mark directly on the glass bottles for discrete, permanent codes.



Videojet CO₂ lasers mark traceability data directly on individual wine bottles

The Saint-Étienne Oak Tree

Planted in 1560, an immense oak tree in a forest north of Bourges, France, grew to 121 feet (37 meters) and the age of 433. A legend said that people who touched the tree would receive its strength and energy. Sully (Minister of Finance to Henri IV) and King Charles V were frequent visitors. The majestic tree was named Saint-Étienne in honor of other oaks in the forest that were used to build the Saint-Étienne cathedral in Bourges. In June 1993, a violent storm knocked down the legendary tree. A beam splitter named Camille Gauthier, a cooper named Jean Vicard and the Bourgeois family gave the tree a second life by using its wood to make 40 barrels to age some exceptional vintages in the family domain. This respect for the tradition of winemaking demonstrates Henri Bourgeois' commitment to excellence.



Learn more at: www.videojet.com/beverage



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