Dairy Industry: Coding, Labelling, Inspection

From advanced coding, labelling and inspection systems to our years of experience working with the Dairy industry, Matthews provides everything you need to transform your unique processing environment to enable flow of product to customer – efficiently and seamlessly.

With Matthews, it’s never been easier to reduce identification and inspection costs, improve efficiency and enhance product quality levels for your organisation.

Top Dairy Industry Challenges:

- Australian dairy producers need to step up productivity and efficiency to be globally competitive in the booming dairy and milk market
- Inherent short shelf life of product leading to requirements for reliable production lines and equipment
- Increasing retailer strength and decreasing supplier power in the Australian grocery sector
- Major supermarkets and distributors insisting trading partners/ manufacturers follow their specific labelling, coding and quality rules
- Changing and emerging consumer trends e.g. demand for single-serve, lunchbox ready and on-the-go packs
- Variety of packaging materials, such as liquid paperboard, HDPE, rigid and flexible plastics
- Ensuring compliance without affecting the product appearance
- Export market requirements, like serialisation, for certain products in markets like China
- Process challenges e.g. coding in humid or cold environments, on wet and wash-down surfaces, and at super high-line speeds

The bottom line: For the Dairy industry, this adds up to an environment where reliable coding and marking equipment must be ready to deliver accurate, durable codes at high speeds and on a variety of packaging formats, while inspection technology simultaneously guarantees high quality.
Dairy suppliers today are continuously innovating their packaging to meet consumer demands. This results in a range of different shapes and sizes, from compact lunchbox ready packs to squeezy plastic pouches. While innovative packaging can create shelf appeal, it must also meet all coding and labelling requirements – which is why you need the right coding and marking technology that is future-proof and flexible.

**Date Coding and Product Labelling**

Smudged or incorrect date codes result in wasted product. That’s why it’s critical to invest in technology that will ensure the codes are always clean, crisp and correct, and do not rub off, even when there is moisture on the packaging. When labelling, the right labels must be precisely applied.

Matthews recommends:

**Continuous Ink Jet (CIJ) Printers:** Commonly used in the dairy industry, this non-contact printing technology can print codes onto a variety of packaging materials used for milk, yoghurt and desserts – even at high line speeds. Matthews has coders designed especially to provide trouble-free startup in humid and cold environments.

**Label Applicators:** Apply pre-printed pressure-sensitive labels onto products of various shapes and sizes at high speeds, including boxes, bottles, pouches, cartons and tins.

**Top Benefit:** Low cost labelling solution for simple applications and high speeds.

**Serialisation**

With the export market for dairy opening up, serialisation is an important application with the potential to unlock huge benefits around traceability and transparency in the supply chain. The right technology will apply the code in your unique production line and ensure it is permanent.

Matthews recommends:

**Laser Coding:** Suitable for a wide range of substrates at any line speed. With no ink involved in the process, there’s no drying time or risk of smudging, making them perfect for serialization coding on products in the Dairy industry.

**Top Benefit:** Permanent codes, high-speed capability and no use of consumables.
Carton Coding and Pallet Labelling

Dairy suppliers need technology solutions capable of applying codes and labels to the different packaging types used for secondary (cartons, shrink wraps, trays and more) and tertiary packaging (pallets). At the same time, you need to ensure your codes will be applied reliably, bar codes are scannable and labels meet the requirements of your customers.

Matthews recommends:

**Thermal Inkjet Printers**: Flexible and cost-effective coding solution for outer cases like cartons.

**Top Benefit**: Low cost coding solution for simple applications.

**Label Print and Apply Systems**: Fully automatic printing and positioning of pressure-sensitive labels onto the item and/or pallet.

**Top Benefit**: Excellent print quality ensures the pallet labels are fully compliant with all GS1 and retailer quality standards.

**Quality control**

Quality control is a must-have to save costs, improve efficiencies and ultimately increase retailer and consumer trust of your brand. Also, because of the limited shelf life of product, it is important to get it right or catch an error early on to avoid massive scrap and wastage. By using vision inspection technologies (and check weighing in some cases) to automate quality control of your packaging quality, you will reduce the potential for human error and enable greater transparency throughout the process.

Matthews recommends:

**Inspection Systems**: A range of vision solutions that inspect the presence, position and formation of date codes and barcodes; validate presence and positioning of labels; check closures for tamper seals and correct caps by colour/dimension; and inspect product fill levels and content. Integrated into your line, they also provide real-time “quality metrics” to enhance OEE data.

**Checkweighers**: Automatically check the weight of packaged goods and reject packs outside specified tolerances. Our checkweigh systems are made in Germany by Bizerba, the global leader of manufacturing checkweighers, industrial scales and software.

**Top Benefit**: Exceptional accuracy at high speeds. Check goods from just 10g at speeds of up to 120 metres/minute.
Bulla Dairy Foods gets professional labels

Bulla Dairy Foods needed to replace the existing label applicator on Bulla's drinking-yoghurt lines at its Colac (Victoria) plant to increase reliability and remove the risk of costly downtime. The labeller needs to work in a washdown area and be able to adapt to multiple packaging sizes on both lines. The label appearance also needed to look professional. Only the Avery ALS integrated labelling system from Matthews Australasia met their every need. This was the only label applicator with an IP65 rating, which combined with the stainless steel casing, makes daily washdowns easy. The Avery ALS applies professional looking self-adhesive labels with product information and identification labels to 200g and 1L drinking yoghurt bottles.

“The Matthews’ [label applicator] was the only one that would supply us with the IP65 rating. The service support is great.”

Damien Blake, Maintenance Coordinator, Bulla Dairy Foods

Brownes Dairy improves uptime

Western Australia’s largest milk collector, Brownes Dairy, needed to replace unreliable coders on its yoghurt-production lines to minimise downtime, while also removing the potential for human error with the manual use-by date calculation system. The coders also needed to be suitable for use across different substrates, including plastic single-tubs and cardboard sleeves. After trialling equipment, Browne’s chose three Linx continuous inkjet (CIJ) coders to clearly and reliably print date codes onto yoghurt tubs. The unique Quickswitch feature and a bar code scanner means date code selection is automatic and instant, removing the potential for human error, simplifying and speeding up the process. The Linx coders are also easier to use and far more reliable than the previous coders.

Discover the whole story on our website!

Visit the Matthews website and discover more about great labelling, coding and inspection solutions for the Dairy industry. Plus find out how companies are using our systems to drive better business benefits.