



Less waste, more uptime

Avery Dennison's print and apply solution reduces the changeover times on production for the European bakery manufacturer Bakkersland by 90%

Bakkersland is a leading bakery business based in the Netherlands, producing and delivering thousands of fresh baked goods throughout Europe daily. Bakkersland operates around the clock, requiring total speed and accuracy throughout every stage of its production line. On a daily basis, Bakkersland supplies 21 of its own bakeries as well as the retail and food service sector, all of whom have different and individual requirements in terms of labeling size and colors. Avery Dennison's turnkey production printing solution helped Bakkersland reduce waste and increase uptime significantly.

Background:

Bakkersland is a dynamic group of companies with over 2,200 employees that manufactures and delivers tens of thousands of baked goods every day throughout both the Netherlands and 20 other countries through a partnership network. Bakkersland is active in every category of the bakery market: daily fresh baked bread, specialties, in-store bakery and home baked products, pastries and cakes. In order to meet customer demands, the packing and labeling element of the delivery line requires total accuracy and speed. Bakkersland's packaging line is unusually

complex with many production changeovers as each customer has individual labeling requirements and each product has different sell-by dates.

The Challenge:

Prior to adoption of the Avery Dennison solution, Bakkersland was using a pre-printed labeling solution. This was not ideal as large storage areas had to be set aside to hold every label for every customer's individual requirements. This situation tied up a significant amount of capital in stored labels but also led to overstock wastage. Working with pre-printed labels also created

In Short:

Industry: Food Manufacturing

Overview:

Bakkersland uses Avery Dennison's print and apply technology to ensure maximum resource optimization and efficiency in printing along a complex production line.

Challenge:

Enhance efficiency and reduce downtime on 24/7 production lines.

Product/Solution:

Complete turnkey print and apply production solution including the Avery Dennison ALX 924 print and apply machines, consumables and industrial digital control terminal.

Advantages of the new solution:

- 40% reduction of capital tied up in label stock holding
- 70% reduction in production downtime required for label restocking
- 20% reduction in finished stock reprocessing through operator error
- 90% reduction in production changeover times



inefficiency problems, with production lines having to be stopped for manual label changeovers and with frequent changeovers, mislabeling of goods was an issue.

Avery Dennison's experts were called in to carry out a Fastrax process analysis of production line performance to assess where print and apply technology, together with a digital management and control system, could remove waste and increase productivity.

Finding the best solution:

After an audit of the manufacturing operation, Avery Dennison installed a print and apply solution based on a master/slave ALX 924 system. The Avery Dennison system allows Bakkersland to print variable "on-demand" information to meet each of their customer's specific printing requirements (company and product information, barcodes) eliminating the need for costly pre-printed labels and enhancing flexibility and productivity on the handling of short production runs. The Avery Dennison system also eliminated downtime associated to the change of label rolls. The master/slave system is based on 2 print and apply machines allowing the replacement of label rolls on one machine while the other one is still in use, thus maximizing productivity and uptime.

The ALX 924 solution was completely integrated into the production line where the high speed performance of the ALX 924 allowed labels to be printed and applied at the full speed of the conveyor belt, again maximizing productivity.

The solution enabled Bakkersland to minimize label stocks and virtually eliminate label change-over stoppages as new labels could be pre-programmed using a central digital control terminal. Vital label information such as branding, name, legal declarations and expiration dates could now be held for every product in a central database and called up by the operator as required.

Moving from pre-printed labels to the combined Avery Dennison print and apply labeling and ethernet enabled management solution has helped Bakkersland realize:

- 40% reduction of capital tied up in label stock holding
- 70% reduction in production downtime required for label restocking
- 20% reduction in finished stock reprocessing through operator error
- 90% reduction in production changeover times

"Following an internal audit by Avery Dennison, we selected their ALX 924 technology as it met every aspect of our needs. We are especially satisfied with the label flexibility resulting from the use of the print and apply machines. We have seen an immediate increase in capacity due to the improved speed of both filling and labeling our product boxes. This surplus has been used to serve more customers and thus increase our revenue and we are looking to install more machines across all our production lines."

Henri Simons
Bakery Manager of Bakkersland

Contact us to schedule a Fastrax analysis of your operation.



Bakkersland's packaging line is complex due to customized labelling needs



Avery Dennison's ALX 924



With ALX 924 labels can be replaced without stopping the production line

Contact us

North American Headquarters:
Avery Dennison
Printer Systems Division
170 Monarch Lane
Miamisburg, OH 45342

www.monarch.averydennison.com
Tel.: 1-800-543-6650
Fax: 937-865-6605

Copyright © Avery Dennison Corporation.
All right reserved. This content may not be reproduced without Avery Dennison's consent.