

Changes in labelling material mean Brandt chooses **V230i**



Overview

Brandt's success story began in 1912, when Karl Brandt founded his rusk and biscuit factory in Hagen, Northern Germany. His plan was to make affordable, quality rusks and biscuits available to everyone. Today, Brandt supplies over 80% of the German rusk market producing over six million rusks per day. As well as savoury snacks Brandt also produce confectionery, which includes seasonal hollow chocolate figures.

Brandt's Challenge

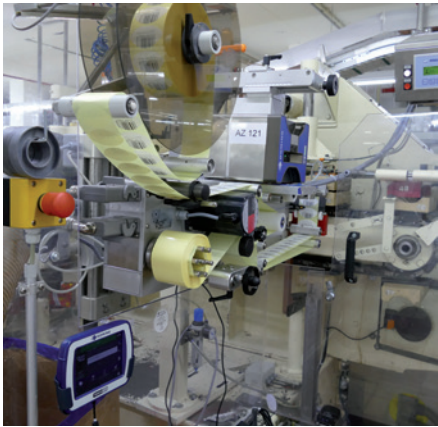
A change in label material for their seasonal chocolate figures meant that their existing hotstamp coding equipment could no longer meet Brandt's production demands. Brandt were looking for a single solution that not only could code their labels but also code onto their traditionally packaged bags of confectionery. Due to Brandt's requirements Domino supplied the **V230i** Thermal Transfer Overprinter.

"It was very important to us that the new systems were intuitive to operate and provided high-quality coding, combined with low consumable costs."

Thomas Huber, Plant Manager at Brandt Schokoladen GmbH + Co. KG

Fast facts

- Increased up time due to **i-Tech** intelligent Technology features
- Lower consumable costs thanks to Domino's ribbon economy function
- Simple integration onto existing equipment
- A single technology solution for both labelling and bagging applications
- Standardised ribbon type for labelling and form, fill and seal applications



New packaging meant changing coding technology

Like many manufacturers Brandt were using hotstamp coders to print best-before and batch code information on the paper labels which were applied to their hollow chocolate figures. A decision to change to more durable plastic labels meant they could no longer use their existing equipment so needed to change to a different coding technology.

To meet their new performance requirements Brandt opted for the **V230i** Thermal Transfer Overprint (TTO) printer and installed 11 units on both their labelling machines and vertical form, fill and seal (VFFS) bagging machines.

The **V230i** Domino TTO printers stood out from the competition due to their **i-Tech intelligent Technology** features, which meant fewer operator interventions, lower consumable costs, reduced downtime, even greater ease of use and high-quality coding results.

Thomas Huber, Plant Manager at Brandt Schokoladen GmbH + Co. KG said

"It was very important to us that the new systems were intuitive to operate and provided high-quality coding with low consumable costs. We also needed a standard ribbon type for the labelling machine and form, fill and seal applications. The Domino V230i TTO printers impressed us in all these areas"

Domino's V-Series range of Thermal Transfer Overprint (TTO) coders can print variable data, bar codes and images at 300dpi quality onto flexible packaging films and labels for a wide range of manufacturing and packaging applications in the food, pharmaceutical and industrial sectors.

With options available for all requirements, from high-speed printing at 1400mm per second; to longer ribbon length with up to 1600 metres (up to 4000 metres effective length with Economy Mode); to our all-electric options which remove the need for compressed air.



The V-Series range provides a viable alternative to older, non-digital technologies including hot stamp and roller coders and offers reduced Total Cost of Ownership (TCO) through reduced downtime, reduced consumable use, operational simplicity and improved coding capability.

Domino has built an excellent reputation for our portfolio of coding solutions and for delivering the best service. From initial consulting, through commissioning to service and support, our people's expertise and understanding ensure we match your specific coding needs and meet your expectations as a partner you can rely on.



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