Frozen Bean trusts Domino's **V3**20i to accommodate their flexible packaging coding needs

Overview

Frozen Bean is a leading manufacturer of beverage mixes, providing an extensive range of ice blended coffees and drinks to food service retailers and some of the largest coffee houses in the world. To ensure their customers always receive on-trend, highest quality and best tasting products Frozen Bean constantly research and develop new flavours. Today, Frozen Bean export to over 40 countries globally with 70% of their business conducted overseas.

"International law is changing in countries like Saudi Arabia and India and other middle east countries as well. We're no longer allowed to put labels on the bags so now we have to print directly onto the bag itself. When we initially were approached with this issue by our customers we did a lot of research." John Bae, President and CEO of Frozen Bean Incorporated

Fast facts

- Changes in international laws resulted in a need to change coding technology
- Printing full ingredients, nutritional information & flavour on front of pouch and lot & date code on back of pouch to meet international requirements
- Multiple printers connected to a single Touchscreen
- Customized bracket design

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Frozen Bean's challenge

Exporting their beverage mixes globally means Frozen Bean must adhere to stringent international food safety laws. So, when customers in Saudi Arabia, India and other middle eastern countries advised that food labelling regulations were changing, Frozen Bean were quick to respond to ensure they continued to comply. Regulations required that manufacturers must print full product details such as ingredients and nutritional information directly onto packaging. This meant Frozen Bean could no longer use print and apply labelling and needed to look for a new coding technology which could code directly onto their flexible bags and foil pouches.

"International law is changing in countries like Saudi Arabia and India and other middle east countries as well. We're no longer allowed to put labels on the bags so now we have to print directly onto the bag itself." Says John Bae, President and CEO of Frozen Bean Incorporated. "When we initially were approached with this issue by our customers we did a lot of research."

When Frozen Bean initially became aware of this challenge they conducted research and looked into possible printing solutions. They required a flexible solution which could code directly onto their flexible bags and foil pouches and could accommodate over 300 SKUs. The solution needed to be able to print the lot and date code on one side of beverage mix pouches and to print the flavour, full ingredients and nutritional information on the other side. The solution also needed to stand up to an environment where sugary powders were being produced, without impacting the speed of the continuous production line.

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The solution

Frozen Bean's Plant Manager had previously worked with Domino and recommended them for their reliability, quality and service. After thoroughly evaluating all alternatives Frozen Bean decided to progress with Domino and sourced 2 x **V3**20i 128mm Thermal Transfer printers along with QuickDesign Lite Software to provide reliable coding onto their flexible bags and foil pouches. Domino also provided customized brackets for the Frozen Bean installation to work within their existing production line, minimizing unnecessary downtime during the transition. Domino's knowledge and experience resulted in a seamless installation of the new printers.

"As a manufacturer downtime is absolutely the worst thing that can happen in our business." Says Bae. "With all the ingredients we have a ton of things on our plate already. We can't sit here and worry about a printer going out on us. So, with Domino that does not happen."

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) though 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.

"So if anybody were to ask me about Domino" says Bae "I'd let them know that how the reliability and the customer service is great as well as if they wanted to visit us and see the machine working in our plant then they would see that it works in all different environments and how consistent and how durable this equipment is. I'd open up our doors for that."

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