



Bee & Flower “A natural partnership”

Small character inkjet
Traceability of hair care products ■ ■ ■



“We were impressed by Markem-Imaje’s 9028 printer’s ease-of-maintenance and its quick start-up.”

Zhong Wei Ming,
Production Manager
for Bee & Flower

Name: Shanghai Huayin Commodity Co Ltd

Founding date: 1985

Brand: Bee & Flower

Production site: Shanghai (China)

Business activity: Production, packaging and distribution of shampoos and hair conditioners for the Chinese market

“Made for China” products ■ ■ ■

Located in Shanghai, on China’s east coast, the Shanghai Huayin Commodity corporation has for 30 years produced shampoos and hair conditioners under the Bee & Flower brand, which enjoys popular support with Chinese customers. “The Chinese began to use shampoo in place of soap to wash their hair thanks to our products. They are sentimentally attached to our brand,” explains Production Manager Zhong Wei Ming. “Today, we’re still the market leader in China because we make efforts to meet all consumer requirements. We are committed to providing healthy products of natural origin. Above all, they are sold throughout the country, even in the remotest areas.” In line with this corporate commitment, Bee & Flower is both ISO 9001 and ISO 14001 certified.

Each year, the Shanghai production plant produces tens of thousands of tonnes of hair care products. Bee & Flower supervises all stages of production, from shampoo and hair conditioner formulation down

to product packaging. Current Chinese legislation regarding cosmetics labeling requires the use-by-date and production batch number to be marked on each bottle.

A Markem-Imaje customer for many years now, Bee & Flower operates eleven 9020 small character inkjet printers on its filling and packaging lines. “Markem-Imaje is a renowned brand which offers highly reliable equipment and has good field service. So we were very pleased to test their new 9028 small character inkjet printer,” continues Zhong Wei Ming.



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A successful field trial ■ ■ ■

Bee & Flower, a loyal Markem-Imaje customer and China's leader in shampoos and hair conditioners, successfully tested the 9028 inkjet printer to mark its bottles at its Shanghai plant.



9028 inkjet printer installed on bottling line.

For 3 months, Bee & Flower tested the new Markem-Imaje 9028 inkjet printer. Installed on a filling line for round 450-ml shampoo bottles, the printer was used to print 2 lines of code under each PET bottle at a rate of 125 bottles per minute. To print the bottom of the bottles, the printhead had to be placed under the conveyor.

“We were impressed by the 9028 printer’s ease-of-maintenance and its quick start-up,” explains Zhong Wei Ming. “We also found that replacing ink and additive cartridges was much easier in comparison to the previous generation we use.” The 9028 printer was effectively designed on the plug & print principle with

an innovative printhead cleaning system for instant daily start-ups and trouble-free restarts, even after several weeks of shut-down. Bee & Flower also liked the constant print quality as well as good ink adherence on their bottles.

“Throughout the field-test period, we were able to see for ourselves how reliable the 9028 printer was. For us, the trial was really conclusive. For the moment, we haven’t scheduled changing our current equipment, but in the near future, it’s highly likely we will consider replacing it by 9028 printers,” concludes Zhong Wei Ming.

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