



Heineken France “A sparkling partnership”

Featuring small character inkjet printers
Traceability of beers ■ ■ ■



Marking with constraints ■ ■ ■

Brown ales, lagers, red ales, in cans, bottles or barrels: to serve the fifteen or so beer brands that have helped build its reputation (Heineken, Desperados, Affligem, Pelforth, Amstel, Buckler, etc.) HEINEKEN offers a comprehensive range of beer varieties - all delicious, but not at all easy to produce. “Our three breweries in Marseille (Southern France), Mons-en-Baroeul (Northern France) and Schiltigheim (Alsace, North-Eastern France) package a large variety of containers, at very high outputs, sometimes up to 70,000 boxes per hour,” explains Sophie Lesenfans, Industrial Projects and CAPEX Buyer. Another constraint associated with the brewing business is the positioning of printers in the production lines. “We need to install them at different points, depending on what is produced on the line: just after a boxing machine, a labeling machine or a packing machine. And all this in a very humid environment, which creates high levels of condensation, thereby making it necessary to dry containers before marking.”

There's no room for guesswork: like all players in its sector, HEINEKEN must meet stringent hygiene and traceability requirements. So to make sure nothing is left to chance, HEINEKEN turns to tried and tested technological solutions

“Markem-Imaje offered us a global approach rather than an item-by-item one, which was exactly what we were looking for.”

Sophie Lesenfans, Industrial Projects and CAPEX buyer

Name: HEINEKEN France (brewer and distributor)

Date of creation in France: 1972

Production sites: 3 breweries (Marseille, Mons-en-Barœul and Schiltigheim) and 90 France Boissons distribution warehouses

Business: Production and distribution of beers and shandies

Group employees: around 4,200 people

2011 turnover: 1,77 million euros

2011 sales: 5.4 million hectoliters

for all its equipment, including its printers. Although these might not appear to be as vital to production, their reliability is nonetheless crucial: just one breakdown and the entire production line grinds to a halt. “We have to mark different combinations of information, all of them essential: the use-before date, obviously, but also in-house codes, such as the batch number. Most of these codes are spread over two lines, with a total of 19 characters,” explains Sophie Lesenfans.



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the team to trust ■ ■ ■

A 100% renewed printer fleet ■ ■ ■

In 2010, HEINEKEN selected Markem-Imaje to renew the outdated inkjet printer fleet at its Schiltigheim brewery. Fifteen 9020 printers and four 9232 printers were installed at the site. At the end of 2011, the brewer launched a new call for bids to replace marking equipment at its other two sites. "In both Mons and Marseille, our inkjet printers dated from between 1990 and 2008: a fleet that was far

HEINEKEN has opted for Markem-Imaje's 9232 inkjet printer for its Marseille and Mons-en-Baroeul breweries. What was it that impressed the brewer? The global approach offered by Markem-Imaje.

too old, but also too heterogeneous, with many different references. We were seeking a solution that would help us harmonize our equipment and consumables, while still maintaining the versatility of the printers. We were also looking for a range of services

to optimize our production," continues Sophie Lesenfans. Three suppliers were audited and subjected to lengthy tests. And in the end it was Markem-Imaje that won the contract. The first advantage of the solution offered was the printer itself. "Tests were conducted in real conditions to make sure the equipment was up to the job (high outputs, format changes, wet zones, etc.). The 9232 also proved to be the most user-friendly and ergonomic." In addition, Markem-Imaje recommended a single ink, suitable for the various lines and for use at the ambient temperature. Finally, HEINEKEN was impressed by the global approach to operating costs. "Markem-Imaje



At HEINEKEN, in Marseille, nine 9232 printers were installed on the various production lines (bottles and packs).

offered us a contract covering equipment rental, curative and preventive maintenance, waste collection and recycling and supply of consumables. This enables us to manage our spending," explains Sophie Lesenfans. "A global approach rather than an item-by-item one was exactly what we were looking for!" In the spring of 2012, twenty 9232 printers were installed in Mons-en-Baroeul and nine in Marseille and 45 operators were trained.

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