



K Fresh “Hatching a plan”

Featuring laser coders
Traceability of egg boxes ■ ■ ■



Sustainability from lay to shelf ■ ■ ■

On the East coast of England, at Rimswell, East Yorkshire, K Fresh Limited has been working with both local egg producers and also producing its own eggs for more than 40 years. K Fresh supplies the region's independent stores with free range and value eggs and is proud that its products carry the British Lion Mark. Sustainability is central to K Fresh. The company has pioneered the Enriched Colony Cage system – providing birds with a social, disease free and enhanced climate environment, running on a natural day/night cycle. Hens are fed with grain grown and processed on site where the eggs are packed. K Fresh also ensures that food miles and carbon emissions are kept to a minimum. As part of a plan to modernise its plant, the company identified its pack coding operation as an area in which it could further improve its environmental performance, operational efficiency and quality standards. Coding on to pulp fibre and plastic pre-pack packaging, the principle challenge for K Fresh was to achieve the high quality codes demanded by the food industry. With increasing quantities of data to be coded on to larger areas, the new coding equipment needed to be

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Nigel Gillett,
Packing Centre Manager,
K Fresh Limited

Name: K Fresh Limited

Location: Rimswell, Withernsea
(East Yorkshire, UK)

Business: Production, packing and
distribution of free range and organic eggs

Standards: British Lion Quality

flexible, requiring minimal human intervention, as well as being capable of maintaining high line speeds with consistently accurate results. K Fresh was also keen to reduce the on-going expense of consumables which also impacted on its environmental performance. Nigel Gillett, K Fresh packing centre manager, consulted the major coding specialists seeking a new solution to replace its range of older thermal transfer coders. Receiving a professional response and competitive quote from Markem-Imaje, K Fresh initially opted for six new SmartLase C350 laser coders with more to be installed at a later date.



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A DOVER COMPANY

Tailored package ■ ■ ■

With no requirement for compressed air and a robust build (IP55) to withstand the most rigorous wash down procedures, the SmartLase C350 coders have reduced operating costs and cut maintenance, minimising downtime. The long life span of the SmartLase coders also fits with the sustainable operating model favoured by K Fresh. Nigel Gillett confirms: "The SmartLase C350 coders from Markem-Imaje are a natural choice for K Fresh. Not only do they remove the expense of inks and

K Fresh, a leading UK egg producer and packer, has modernised its coding operation as part of a wider plan to upgrade its plant. This investment programme has seen K Fresh install six SmartLase C350 laser coders from Markem-Imaje.

other consumables and cut the cost of day to day maintenance, but they operate without using compressed air which reduces energy costs and improves environmental performance by lowering the business' carbon footprint."

K Fresh was able to modernise its packing plant and upgrade its coding equipment without the need for outright capital expenditure. The egg packer was able to buy a tailored package designed to optimise product performance and minimise downtime. Nigel Gillett continues: "With this package, Markem-Imaje has helped us to invest in new technology with confidence despite difficult economic conditions. This investment was essential in order to modernise our packing plant and drive continued growth, enabling our business to compete on a level playing field."



An intuitive touchscreen makes SmartLase C350 easy to use and helps to reduce operator errors.

Finally, Markem-Imaje has proved to be a proactive partner. "The engineers are extremely knowledgeable, demonstrating excellent attention to detail at the time of installation and keeping us fully informed throughout the purchasing process. The continued commitment to excellent customer service demonstrated by Markem-Imaje is invaluable," concludes Nigel Gillett.

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