



▲ GS1-128 labeling on carton



Sharing smiles

# BEL Group

## Bel cheeses move to GS1-128 labeling

Reliability, ease of use, software compatibility... The benefits offered by Markem-Imaje's 2200 printing and label application system have won over the Bel Group, which has adopted it for a number of its cheesemaking plants in Europe. The solution has allowed Bel to create a new labeling standard that includes the GS1-128 barcode symbol.



Founded in **1865**

**90%** of their business is cheese

**12,000** employees

**+ 5.9%** growth in worldwide sales in 2015

**30** international and local brands

**5** flagship brands: La vache qui rit (The Laughing Cow), Mini Babybel, Kiri, Boursin, Leerdammer

**400 million** consumers worldwide



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## Bel:

Cheeses and smiles  
to be shared



'I know that  
if we want to  
introduce the  
2200 Series in  
other countries,  
Markem-Imaje  
is perfectly up  
to the job.'

◀ **Denis Grosjean**  
Project manager, Bel Group  
Engineering Department



▲ 2200 system installed  
on packing line

Named after its founder Léon Bel, the group has been producing and marketing cheese since 1865. **Bel is the third biggest branded cheese producer in the world**, with a leading position in 25 countries and ranked among the top 3 out of 45. Four of its brands are among the world's 20 biggest sellers. In 2015, it sold close to 18 billion cheese portions across 130 different countries, to some 400 million cheese-eaters! Its brands all share the same spirit

of conviviality along with a good dash of daring. The brands that make up its core business - La vache qui rit ('The Laughing Cow' in English), Mini Babybel, Boursin, Kiri and Leerdammer - form an integral part of France's economic and advertising landscape. In addition to its flagship brands, the Group also produces some twenty more cheeses, including Port-Salut, Samos and Apericube. To do so, it is supported by

**30 production sites throughout France but also in Poland, Portugal, Slovakia, Turkey, Morocco, etc.**

In order to address the pressure of the mass distribution sector, which is seeking to optimize the processing of product boxes through its logistics platforms and automatic sorting systems, Bel decided to completely overhaul its packaging box printing and labeling policy.





## The Markem-Imaje solution

An ideal fit

“We needed to change our labeling system in Europe to include the new GS1-128 barcode symbols, which are more complex and complete in terms of information provided,” explains Denis Grosjean, in charge of the project at Bel. “We launched a call for bids and chose **Markem-Imaje’s 2200 print and apply systems and CoLOS software.**” Fifty-five of the systems were rolled out at three sites in France, as well as at plants in Spain and Poland. Why Markem-Imaje? “Because the equipment proposed proved to be easy to use and reliable. Also the CoLOS software seemed to be an ideal fit with our existing computer systems,” explains Denis Grosjean. Markem-Imaje’s international dimension and structure were also key factors.

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[www.markem-imaje.com](http://www.markem-imaje.com)

◀ Starting a new batch  
with 2200 and CoLOS

“I know that if we want to introduce this system in other countries, Markem-Imaje is perfectly up to the job.” And last, but not least: “Our Markem-Imaje contacts are always available and attentive to our needs.” The result: Bel has created a new labeling standard for its packaging boxes that can be implemented at any of its production sites. Each label applied carries the following information: type of product in local language, temperature logo, product code, batch code, traceability number, best-before date, production code in Latin or Arabic script. A label that includes everything the group needs to support both its international and local growth!

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To meet the demands of the mass distribution sector, seeking to improve the speed at which boxes are processed within its logistics platforms, the Bel Group revised its carton labeling policy, adopting Markem-Imaje’s 2200 Series print and apply systems and CoLOS software package.



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