

RESIDUE-FREE LABELLING OF ROLLER CONTAINERS

With a highly efficient solution for the identification of roller containers, NOVEXX Solutions is accelerating goods logistics in the distribution centers of a Dutch supermarket chain. To date, four of the largest retailers in the Netherlands have adopted this solution.

BACKGROUND

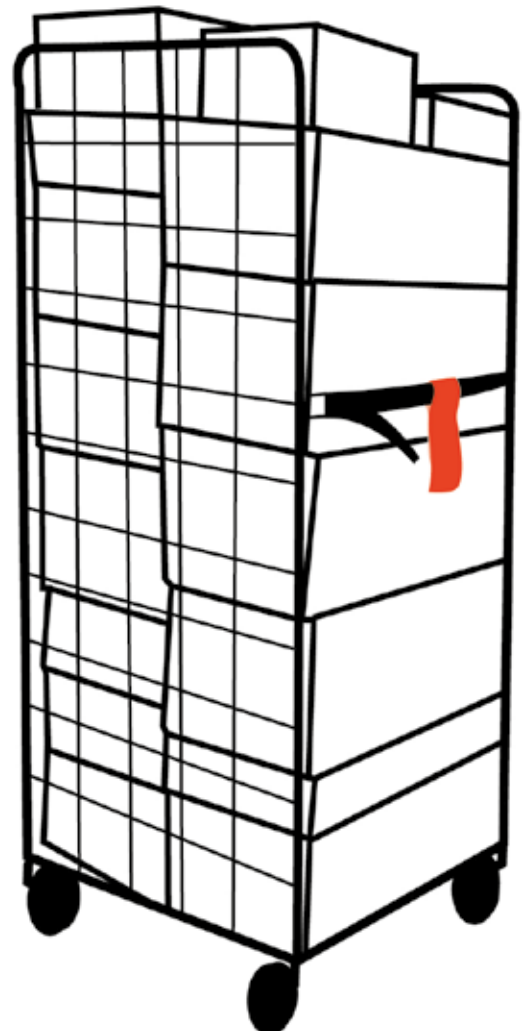
With over 6,500 stores, 375,000 employees and a turnover of more than 50 billion euros, the customer, a Dutch-Belgian company is among the twenty largest food retailers in the world.

CHALLENGE

For the daily transport of goods in the distribution centers of one of its supermarket chains (among the largest and most traditional in the Netherlands) the retailer uses roller containers. In order to ensure optimal processes in the high number of lattice wagons and optimal handling of time pressures during their restoration, the existing labelling process had to be replaced by a modern and clearly more efficient solution.

Until then, the roller containers had been labelled with self-adhesive labels, which, according to requirements, contained accurate information on the respective goods' content and their destination. For the implementation of HACCP, it was necessary to remove the labels without residue after each attachment. This process was associated with extremely high time and material use, since complete cleaning could only be ensured by the use of chemicals.

In addition to adhering to all HACCP guidelines, the essential requirement for the labelling solution was to speed up the entire process so as to allow the fastest possible restoration of the roller containers. However, this could only be achieved with a significant reduction in the cleaning effort.



SOLUTION

In close co-operation with Top Label Printers BV, NOVEXX Solutions developed a complete solution that enabled the customer to handle the entire transport process faster and more efficiently.

A key component of the solution was to replace the self-adhesive labelling material used previously with a non-carrier material. The adhesive effect of the liner-less material is not activated until both sides of the label are pressed together. The printed label is finally attached like a flag to the upper edge of the roller container.

64-04 thermal transfer printers from NOVEXX Solutions were installed in the distribution centres to print the special labels. In order to prevent the material from sticking to the roll, the print head is positioned so that it exerts only minimal pressure on the label material.

In order to create optimal conditions for use, TopLabel expanded the solution by designing a cabinet that protects the thermal transfer printers against the harsh conditions in the distribution centres, such as dust, dirt particles and possible moisture in the air.

The overall solution proved to be so convincing that the customer has implemented over 180 NOVEXX Solutions label printers in its distribution centres since 2014. In addition, four of the largest retailers in the Netherlands have already adopted this solution, meaning that a further 350 devices could be installed.

BENEFIT

The customer benefited primarily from the comprehensive time and materials savings, which was made possible by the elimination of the elaborate cleaning process with high chemical use. With the new solution, the labels can simply be peeled off. Adhesive or label residues on the roller tray are removed accordingly. In this way, they can be re-used without any time loss.

In addition, the liner-less material has a 50 percent longer running length than conventional labels because no backing paper is needed. This means less material change, less downtime and, due to the elimination of the backing paper, a significantly lower disposal effort. This simplified the overall process, extended the running times within the supply chain, and increased productivity.

RESULT

- Labels can be removed easily from the roll containers
- No remaining residue
- Less downtime
- No disposal of backing paper needed
- HACCP-compliant and clean working environment

AT A GLANCE

One of the world's largest food retail companies relies on customer-specific label solutions with non-carrier material and benefits from:

- faster turnaround times
- lower disposal costs
- less downtime
- no adhesive residue on containers