

## TOP & BOTTOM IDENTIFICATION OF VARIABLE SIZED AND SHAPED MEAT PACKS

Reynolds Group assembled a complete labeling solution with integrated XPA Print & Apply Systems from NOVEXX Solutions

### BACKGROUND

Reynolds Group Ltd is New Zealand's leading supplier of complete end-of-line solutions for manufacturing. From coding and labeling to product handling, line automation, supply-chain traceability, product inspection, and integrity solutions. Offering complete, turn-key systems customized to your specific requirements, Reynolds delivers world-class industrial technology to every industry in every part of the country. The cooperation between NOVEXX Solutions and Reynolds Group Ltd has been in place more than 20 years.

### THE CHALLENGE

An established customer in the New Zealand meat industry with plants across the country won a new supply contract which required an automated labeling solution to increase their product throughput. Therefore, a brand new process with a new production line was designed and a complete bottom side labeling system was needed.

The customer required a solution that applies labels to meat packs on both **the top and bottom of the variable sized and shaped products**.

It was also important that the solution could be integrated into their production systems to print real time information on each pack.

### THE SOLUTION

Reynolds Group Ltd developed a design concept for a solution that can be used for a variety of new applications. The Underside Labeling System provides a core platform that is incredibly flexible and can be easily reconfigured depending on the needs of each application. The solution is capable of integrating both NOVEXX Solutions' intelligent XPA Print & Apply Systems and XLS Labeling Systems to meet the needs of a variety of different applications.

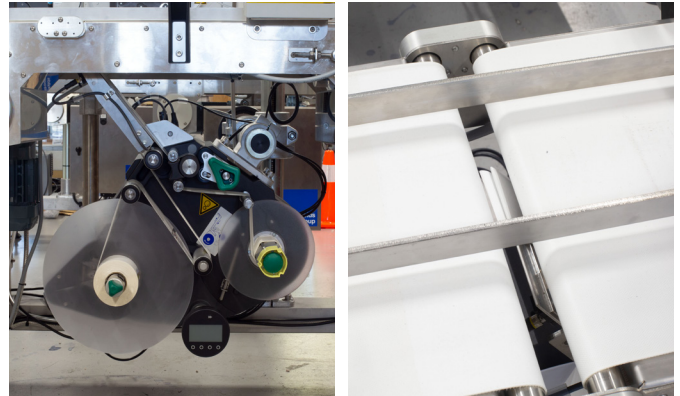


This complete solution includes a dual split belt conveyor system, stain less steel construction, variable speed drives and is IP rated for hygienic washdown. It is highly flexible and can be integrated with any variations of XPA and XLS combinations required to suit the application. The system can operate at speeds up to 30 m/min, depending on the application and has already been successfully implemented in the dairy, poultry and packaged food industries.

For this customer in the meat industry, a special solution was developed that enables the labeling of meat packages in various sizes and shapes. The Underside Labeling System automatically identifies the products in one process step as they pass through the line.

The integrated XPA 93x Print & Apply System prints the product information label with variable data. This label is applied by blowing it onto the uneven film surface on the top of the meat tray from above with a blow-on applicator.

Immediately following, the bottom label is applied through the split-belt to the flat bottom of the tray.



This saves time and ensures that products meet all key product identification requirements. By using the NOVEXX Print & Apply Solution, the customer can automatically mark up to 1,800 products within an hour. This has enabled the customer to successfully increase its product throughput to the level required for the new challenge. The compactness, performance and ease of use of the NOVEXX XPA and XLS Systems have also been crucial to the success of this solution.



## IDENTIFICATION SOLUTIONS THAT WORK!