



Where does my fish come from?

Comprehensive product labeling with the Hitachi Ink Jet provides clarity



Homann, the number one in gourmet salad preparation, produces approximately 277 fish products for the European market. To give consumers a comprehensive breakdown of where the fish comes from, Homann has worked with ac codiergeräte GmbH to develop a bespoke labeling solution.

The headquarters of the gourmet salad producer Homann can be found in Dissen, a small town in Lower Saxony, Germany. Here, high-quality products are produced for the Homann brand and for other brands. In particular, Homann's gourmet fish products, such as crab salads or cream herring fillets, enjoy great popularity.

Under Fisheries Control Regulation (EC) no. 1224/2009 of November 20, 2009 and the resulting Implementation Regulation (EC) no. 404/2011 of April 8, 2011, it has, since January 1, 2012, been a requirement that fishery and aquaculture products must be traceable at all levels of production, proces-

sing and sales – from catch or harvest through to retail.

(Source: http://www.lebensmittelhandel.bvl.de/fileadmin/redaktion/downloads/pdf/%C3%9Cbersicht_Kennzeichnung_R%C3%,01/26/2012)

As a result, Homann was looking for a labeling solution for fish products and found its partner in



The simple operation of the Hitachi has convinced Mr. Albertus, Homann's project officer.

ac codiergeräte GmbH, the specialist for labeling technology. For this application, ac codiergeräte GmbH recommended the Hitachi Highspeed InkJet printer, which is sold exclusively by ac codiergeräte in Germany. This Hitachi printer fulfills all the requirements: It prints three lines at a rate of appro-



ximately 14,400 containers per hour and is unique in its quality and printing precision at a high performance level. Together with the Research and Development department of ac codiergeräte, Homann developed an individual software link to its merchandise management system. Only in this way is it possible to fulfill the labeling requirements.

The data to be printed, starting with the delivery of the individual ingredients for the gourmet fish products, is recorded in a central store and sent to the Hitachi printer online, broken down according to production order. This rules out the possibility of incorrect data



Hitachi print head for printing the containers

being entered on the Hitachi InkJet. In future the end user will be able to read off selected data from fish suppliers on the fish packaging: fishing area according to the Food and Agriculture Organization (FAO), name of the port where

the products were landed, name of the ship that caught them, the date they were caught (period).

The new labeling solution with the Hitachi InkJet printer can be quickly adapted to dynamic customer requirements which correspond to changes on the food market. Even the trend toward greater transparency of consumer information on product packaging can be fulfilled with this application.

In future it is expected that greater transparency for consumers will be introduced in further branches of the food industry due to the new German Consumer Information Act.

Homann and its partner ac codiergeräte are already optimally equipped to meet this demand.