



**Procordia Food AB,
Fågelmara factory:**

Procordia Fågelmara is the largest producer of ketchup in northern Europe.

In 2009, the factory produced 27 000 tonnes of ketchup and dressing.

It supplies almost all the McDonald's restaurants in Scandinavia.

Procordia Fågelmara uses a special method to produce its ketchup.

The method is demanding and costly, but the advantages justify it. Producing the ketchup totally without preservatives and other additives is Procordia's main objective.

The engineering manager, Göran Svensson, tells us that the whole purpose is to provide the consumer with a healthy product

Only natural raw materials are used.

SVENSKA ALLEN DELIVERS PRINTERS TO PROCORDIA

TIFLEX April 2007

Procordia is essentially the sole supplier of ketchup to McDonald's in Scandinavia. The company places specific demands on the marking of its cartons.

The marking must cover a large area and the text must be placed in accordance with McDonald's international requirements. This is acquired using a TIFLEX ink-jet printer HRP 500 Quattro, with high resolution print out.

As the TIFLEX HRP 500 Quattro has four printing heads, Svenska Allen could meet the requirements and provide a solution with high resolution ink-jet marking, accurately spread over a large area of the carton. The four printing heads are controlled

by an industrial PC with Windows embedded. In addition to the actual marking, demands were placed on the method of entering print data.

Svenska Allen AB delivered TIFPRINT software, which allows the customer to enter the print data for the four printing heads at one point, which, in turn, ensures that all the machines have the same print data.

The printers have now been in operation for three years, and Procordia informs us that they run very reliably and require minimal maintenance.



Operator, Eva Magnusson, shows us how easily print data is changed on the touch screen.



Allen March 2009

After many years loyal service, it was time for the Allen Compact 80/40 hot embossing machines to go into retirement. They were replaced by Allen 53Li machines - compact, thermal transfer printers that fitted straight into their predecessors' frames.

The new printer's user-friendly hand terminal facilitates print data change-over and minimises production down-time.



Date marking of bags for large scale catering with an Allen 53Li

HITACHI May 2009

Procordia places very high demands on adhesion quality for the marking of ketchup and dressing bottles. It had been difficult to find a marking that adhered well to plastic bottles.

The solution was found in a Hitachi PB-260E ink-jet printer supplied by Svenska Allen. Procordia Fågelmara is very satisfied with the resulting marking and the adhesion quality of the ink.



Date marking of Felix ketchup with a Hitachi ink-jet printer