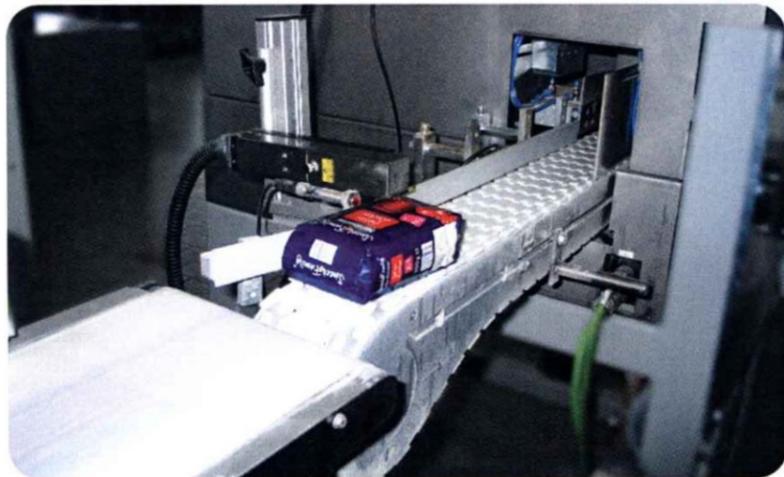


Nordzucker

Painting on sugar

Hitachi PXR System at Nordzucker



Sugar in all its uses is a perennial favorite. Even if the discussion about sugar in our diet have been controversial at times, there is no question about the success of the Hitachi continuous Inkjet in Nordzucker's production.

"The identification of our products is a sensitive interface between production and customer. This is where we wanted 100 percent reliability; describes Dieter Gerold, Production Manager, his interest in the use of the PXR inkjet printers from Hitachi in the packaging lines at the plant in Uelzen (Germany). A number of criteria were important in the decision to make this investment. But "price alone is not everything", emphasizes the Production Manager. "Fast service a short response times" have made the partnership with Hitachi's representative, Allen Coding GmbH in Wurzburg (Germany), perfect.

We tend to take sugar for granted in our lives. We owe this to a development which started more than 200 years ago with studies on the

sugar content in beets. Today, approx. 26 percent of global sugar production comes from beets. Nordzucker AG in Braunschweig (Germany) is, according to their information, one of the leading European manufactures of sugar; they have 12 plants throughout Europe. According to Nordzucker, about 1, 2 million tons of sugar were produced on approx. 199,000 hectares. At the Uelzen plant, investments were made into identification technology from Hitachi for pouch systems and bagging. The reason for selecting the continuous inkjet PXR series was the goal to increase productivity at the packaging

lines by ensuring uninterrupted function. At the Uelzen site, depending on demand, 800 to 1,200 tons are filled into various containers daily in 3 shifts. Identification technology is especially critical, given the production volumes and their varying requirements with regard to operating reliability, explains Gerold.

Core sugar business is the focus

More than 80 percent of the sugar processed is sold in bulk and large containers primarily to the food and beverage industries. Big bags and plastic sacks are the packaging and transportation solutions of choice. Annual volumes of approx. 35,000 tons are filled into containers holding 10, 25 kg or 50 kg sacks on fully automated bagging systems. A production volume of that order of magnitude requires a smooth production process. This is where the PXR series 4-line printer is used, fed with print data centrally from the machine control unit. Data for identifying varieties and granulation is provided to the printer in large format for lateral printing. That large printing surfaces do not have to



Hitachi Ink Jet Printer PXR Series



Printing with yellow ink on Standard Hitachi PXR

translate into high costs was first shown during advance calculation of operation costs, an has now been proved in actual operation. The calculation provided by Allen Coding reliably stated the savings potential in operating costs.

The appearance of the printing parameters is impacted by conveyor speed, material and environmental parameters The black standard ink has been specified for use on the PE film of the bags. Not even the sugar dust in the surrounding air affects the smooth production flow towards the downstream palletizer. The Hitachi controls its ink circuit reliably for the required target parameters and provides uniform quality while doing its job-identifying bags.

Sweet Family

With its SweetFamily brand, Nordzucker has been setting standards in European trade since fall of 2004. About 15 percent of the sugar produced finds its way to the customer via grocery chains and discounters in Germany. Modern product design, blue-and-white product series design was selected for the private brand packaging in order to trigger the correct signals at the point of sales. The

identification which serves the purpose of tracking products on the blue background had to follow suit. Now, a Hitachi PXR-D260W is being used for printing date and batch numbers on sugar bags and pouches. Since black ink will barely stand out from the dark blue background, the specifications of the JP-Y91, the yellow equivalent for standard ink, were selected from the offerings for the standard printer. This did not require any changes in equipment technology.

The crisp appearance of the coding says Allen Coding, is proof for optimum ink handling. clean application without overspray is a quality standard the company expects from the Hitachi continuous inkjet, and which they would not want to miss from production anymore. The specification requirements for the purchase did not only list the perfect appearance of the identification on the product, but also a clear reduction in interruptions on the product lines.



Comment from Allen Coding GmbH

The use of the PXR series at Nordzucker in Uelzen is the perfect example for ac of the wide range of uses of standard devices. Despite different printout sizes, different ink colours and expansion options, the PXR series fulfills every need. Even under extreme working conditions the printing systems prove their reliability. Absolute customer satisfaction at Nordzucker is further confirmation of the quality of the PXR series. It is an excellent reference and serves as a prime example for many other applications.

Company Profile

Company name: Nordzucker AG
Description of business: Sugar producer
Locations: 12 factories in Europe
Headquarters: Küchenstrasse 9, D-38100 Braunschweig, Germany
Established: 1951
Products: Inkjet, PXR-Series

<http://www.nordzucker.de>

One of the leading sugar producers in Europe. Nordzucker provides the food processing industry, retailers and end-users throughout Europe with a wide range of different sugar types and the associated services.

This is an area in which Hitachi was also been able to score points to its reliability and fail-safe operation. "The operators had to be facilitated by logical menu navigation. "comments Gerold. The PXR series 14" colour touch-screen has made operation easier. The sugar experts and Allen Coding agree that shortly, the PXR will have an opportunity to demonstrate its qualities and advantages when the sugar cube line is optimized and overhead-printing is implemented for cardboard boxes.