

KEN'S FOODS ACHIEVES EFFICIENT, HIGH-QUALITY PRODUCT IDENTIFICATION USING RSI AND HP TIJ TECHNOLOGY



High quality inside and out

With more than 400 varieties of salad dressings and sauces to manufacture, including Ken's® salad dressings and Sweet Baby Ray's® gourmet sauces, Ken's Foods can't afford to struggle with unreliable product identification. When it came time to add two new production lines to its Marlborough, Massachusetts facility, the company turned to RSI Systems and HP thermal inkjet (TIJ) technology for results.

Food manufacturers know high-quality food lays the foundation for success, but the package—and specifically the barcode on the package—can be equally important. Manufacturers like Ken's Foods use barcodes and text to communicate vital information to retailers. When this product identification is subpar, communication isn't the only thing that suffers. Frequent equipment maintenance and unreadable barcodes can add up to unnecessary costs and lost productivity.

Using the RSI CaseJet MVP Pro with HP TIJ technology, RSI provided Ken's Foods with a customized solution ideal for the company's industrial environment. Now Ken's Foods can print high-resolution barcodes and text, keeping maintenance to a minimum and increasing productivity and profits.

Seamless integration and communication

When evaluating case coding solutions for its new production lines, Ken's Foods knew it needed a system that could seamlessly integrate into its high-volume production environment. The RSI CaseJet MVP Pro's multi-SKU capabilities and integrated RSI software did exactly that.

By easily communicating with Ken's Foods plant software, RSI technology made both integration and message input a snap. Operators simply scan the appropriate barcode for each run from a print table using the built-in barcode scanner. The RSI CaseJet MVP Pro then pulls up the correct message and begins production, increasing productivity and reducing errors.

With an integrated TCP/IP interface, each RSI CaseJet MVP Pro can be assigned an IP address that enables the remote monitoring of every production line, in every plant. Plus, the single buffer mode ensures the right message goes on the right case, every time.



CHALLENGE

- Ken's Foods needed to replace its unreliable product identification equipment with a new system that could produce reliable, high-quality output in its high-volume industrial environment.

SOLUTION

- The RSI CaseJet MVP Pro with HP thermal inkjet technology helps to simplify message input while allowing Ken's Foods to produce high-resolution barcodes and text with excellent readability.

RESULTS

- By acquiring more than 20 RSI CaseJet MVP Pros, Ken's Foods reduces errors, keeps costly maintenance to a minimum and increases the efficiency of its manufacturing lines for greater profitability.

Easy maintenance for increased savings

Ken's Foods also reduces costly maintenance, thanks to the RSI CaseJet MVP Pro's use of the RSI IMS+ ink management solution and the HP Black 4500 Pigment Bulk Ink System. Easy-to-replace HP printheads and enclosed HP 4500 Pigment Bulk Ink Cartridges quickly pop in and out.

Plus, each printhead replacement refreshes the printing system, minimizing the risk of nozzle-clogging and nearly eliminating time-consuming routine maintenance. The cartridges can also be independently replaced while the equipment is running, keeping manufacturing line downtime to a minimum.

"Every piece of equipment will go down at some point. How fast you can get it back up is the key," says Jim Constantine, account manager for Ken's Foods at RSI. "The combination of RSI and HP technology allows our clients to get back up and running in a matter of minutes, which makes production lines more efficient and saves money."

The RSI CaseJet MVP Pro also contributes to a clean work environment. A rugged stainless steel enclosure protects the case coder from tough industrial environments. And water-based HP 4500 pigment inks are self-contained, eliminating messy ink spills.

"We no longer have to deal with leaking printheads and ink spills. There is a noticeable difference in how clean the area is," says Dave Muskopf, vice president of engineering at Ken's Foods.

"There was a night-and-day difference between the new prints from the RSI case coding system with HP TIJ technology and the previous system."

— Dave Muskopf, Vice president of engineering, Ken's Foods

A night-and-day difference

After installing two RSI CaseJet MVP Pros, Ken's Foods noticed a visible improvement in the quality of its codes. "There was a night-and-day difference between the new prints from the RSI case coding system with HP TIJ technology and the previous system," says Muskopf.

HP 4500 pigment inks enable high-quality, lightfast and water-resistant output on a range of porous media, including corrugated cases. Plus, the high optical density of the HP ink creates high-resolution barcodes with excellent readability.

The 350 milliliter HP 4500 Pigment Bulk Ink Cartridge is also a cost-effective option for companies with high-volume print environments like Ken's Foods. "The cost of the ink is very competitive," explains Constantine.

A winning combination

After experiencing the RSI CaseJet MVP Pro's high-quality output and minimal maintenance firsthand, Ken's Foods decided to retrofit a number of other production lines throughout its three facilities. To date, the company has purchased more than 20 RSI CaseJet MVP Pros.

RSI attributes its success, and the success its customers achieve with RSI case coding systems, to the winning combination of RSI and HP TIJ technology. "We're industrializing the reliability that HP technology is known for and putting it out on the production floor," says Constantine. "It's leading to big gains for our customers in terms of efficiency and cost savings."

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