

How ID Technology Helped a Leading Beverage Company Improve Uptime and Efficiency

CASE STUDY



As a regional beverage company was transitioning from being a small company to a larger company, its operational efficiency was plagued due to using a disconnected assortment of outdated inkjet and labeling machinery.

By working with ID Technology and installing new merge technology, this company was able to achieve zero downtime, improved uptime, and greater efficiency. The beverage company's partnership with ID Technology was beneficial when opening a second facility in a different geography and in helping drive the company's continued growth.

Background: A Fast-Growing Regional Beverage Business

This prominent regional beverage company in the Southeast, with a broad line of beverages, has been in business since the mid-1900s. Over the past few decades, the company has added new products and undertaken new marketing activities, which has strengthened the company's brand, increased its base of loyal customers, and accelerated the business's growth.

As the company evolved and grew, it continued to make all of its products in one facility. Like many companies that go from being small to mid-sized and then large, the equipment used on the manufacturing and packaging lines was a collection of various equipment from multiple vendors, which was purchased at different points in time and cobbled together. As Jay Mullaly from ID Technology observed, "They had an applicator or an inkjet system from just about every vendor that you could imagine."

This lack of consistency in the labeling equipment made it difficult to maintain this equipment and maximize efficiency. Mullaly noted, "It is very difficult to maintain different equipment from different vendors all over the facility." As a result of this mismatched equipment, the company struggled to achieve the uptime and efficiency it wanted.

In Mullaly's experience, "Companies that have evolved from a small company to a large company always have a period of time before they get there. That's where this company was."

Building a Long-Term Relationship Through Ongoing Service

In the early 2000s, this beverage company purchased a continuous inkjet (CIJ) from ID Technology. This was an isolated purchase that occurred when the company was purchasing different equipment from different vendors.

Over the next several years, this company didn't have any specific needs that ID Technology could help address. However, during this time, ID Technology continued to provide ongoing service and support for the company's CIJ.

During regular visits, individuals from ID Technology's technical service team developed relationships at the beverage company. ID Technology learned about the company's business, operations, and challenges. In addition, ID Technology's sales team stayed in touch with the engineering and maintenance managers to keep them abreast of changes at ID Technology, as well as new products and technologies.

Based on understanding the beverage company's business and challenges, representatives from ID Technology periodically discussed the advantages of consolidating to just one or two labeling vendors. Doing so could simplify the company's operations, make maintenance easier, and ultimately improve uptime and efficiency.



ID TECHNOLOGY engineers and integrates industry-leading solutions for labeling automation, coding, marking, and label production within the food, beverage, pharmaceutical, personal care, and household & industrial goods industries. We feature a diverse line of products that include label printers, label printer applicators, laser coding & marking systems, thermal inkjet (TIJ) printers, continuous inkjet printers (CIJ), and thermal transfer overprinters (TTO).

ID Technology also manufactures and supplies flexographic, digital, blank, and shell labels. Supported by our multiple regional label production facilities across the United States and Canada, we're close to ensure you operate at peak efficiency.

Solving a Major Customer Labeling Problem

A few years ago the beverage company began to experience major problems with its old, outdated tamp-style labeling equipment that had been in use for decades and was seemingly held together by rubber bands and duct tape. This equipment was causing extensive downtime problems as well as safety issues. Mullaly observed that in using this antiquated equipment the company was trying to tamp a flat label on multiple round products.

Understanding the problems this company was experiencing, the ID Technology team offered to conduct an onsite demo of ID Technology's new PowerMerge™ technology. ID Technology temporarily installed a Model 252 label printer applicator with high speed PowerMerge at the beverage company's facility and "ran their labels on their line at their speeds," said Mullaly .

ID Technology left the equipment at the site for a few days so the beverage company could gain firsthand experience. "They loved the printer applicators," shared Mullaly, "because it got them away from the old 'tamp style' methods into newer and safer merge technology."

The PowerMerge module rolls the label onto the product. Using this technology, it is possible to apply the label more effectively on an uneven surface—and many of client's packages were extremely uneven.



The beverage company liked the solution that ID Technology provided, but even more importantly, was appreciative of ID Technology's consultative approach. ID Technology thoroughly understood this organization's situation and its operations and challenges—and proposed a solution that was exactly what the company was looking for.

As a result, the beverage company purchased two Model 252 label printer applicators with high speed PowerMerge.

**EXPERIENCING
THE SOLUTION:
AN ONSITE DEMO
OF POWERMERGE™**

The Benefits of ID Technology's PowerMerge Technology

For the beverage company, the installation process was fast, easy, and pain free. Benefits included zero downtime and improved efficiencies.

Also, in conjunction with installing PowerMerge, ID Technology implemented a custom version of NiceLabel software where the operator uses a PC screen on the line to input the SKU number for a particular product. When the product is selected, the system automatically populates the screen with the correct label to be applied so the label can be validated. Once validated, the label is then sent to the printer.

Pallet Labeling System

WORK ORDER NUMBER
10012863

LOT NUMBER
011520

product_code: 61005, product_name: Tea & Lemonade Gallons, exp_days: 38, case_count: 45

CASE COUNT: 40, **LINE #**: 4, **Label Qty.**: 500

COUNTER: 40154, **SELECT PRINTER**: \\printnapply\End of Line 1 SATO S84-ex 203dp

Label Preview

SHIP FROM: ID Technology, 637 N. Sylvania, Fort Worth, TX 76137

SHIP TO: Panther Industries, 8990 Barrons Blvd., Highlands Ranch, CO 80129

Final Destination: 891

Purchase Order: (400) 78221

PCN: 10 026790, **Dept:** 88, **SR:** N, **QTY:** 12

Origin: US, **Vendor Style:** 56845483, **Description:** 1 Gal Lemon Ice Tea, **Quantity:** 12

Pallet: xx of xx

Barcode: (00) 0 061590 8003406437 4

Print

PROMACH PERFORMANCE, PACKAGED
ID TECHNOLOGY Program Rev. Jul 2020

**POWERMERGE
PLUS NICELABEL
SOFTWARE
HELPED INCREASE
PRODUCTION
CAPACITY WHILE
BOOSTING
EFFICIENCY**

In addition to the new labelers from ID Technology, this software was a game changer for the beverage company. The new label printer applicators and software turned a very manual process into a highly streamlined system.

Implementing this technology helped the beverage company increase its scalability and production capacity while boosting efficiency. It also decreased risks throughout the production process.

Extending the Relationship to Pallet Labelers

The same issues that applied to the beverage company's old tamp style labelers also applied to its pallet labelers. That is, the company had an assortment of old legacy pallet labeling systems.

After having a positive experience with ID Technology on the PowerMerge labeler, the company asked ID Technology to propose a pallet labeler solution. ID Technology proposed updating the company's pallet labelers with a consistent, modular solution. This solution involved the same components for the print engine, the electronics module, and more. Having shared components makes maintenance simpler and easier.

The beverage company liked this solution. They initially purchased one new pallet labeler from ID Technology and within one month, ordered three more. Mullaly reflected, "They loved that modules were the same on their product labelers and their print labeling systems; continuity was key."

Looking back, Mullaly noted, "Both projects have proven to be a glowing success." The beverage company replaced a local incumbent with ID Technology and has been extremely satisfied with its decision and the results.

In addition, ID Technology supplies labels to this customer from ID Technology's label converting facilities. As a result, the beverage company takes advantage of ID Technology's Limited Lifetime Warranty on the labeling equipment because they exclusively use ID Technology's labels and ribbons.

Supporting Expansion to a New Facility

After this company had chosen ID Technology for its product and pallet labeling, the company decided to open a second facility in a new region to support the growth of its brand. In creating this modern new facility, the company wanted to largely replicate what was working well at its initial facility.

This meant working with ID Technology to install Model 252 label printer applicators with high speed PowerMerge for product labeling, with the same software, as well as using ID Technology's pallet labeling solution .

INSTALLING POWERMERGE AND NICELABEL AT A NEW FACILITY



Working with ID Technology for all of its labeling needs across multiple facilities provides consistency and continuity in terms of technology. It also leveraged ID Technology's extensive service coverage to provide consistency from a technical support perspective.

The company's decision to replicate its initial facility and expand its relationship with ID Technology has worked well. The second facility opened smoothly, is operating efficiently, and is enabling the company to expand.

Conclusion

This beverage company's experience is representative of how ID Technology works with all clients. ID Technology was not focused on selling a piece of equipment. Instead, ID Technology built a long-term relationship, understood the company's challenges and goals, and took a consultative approach in providing relevant, efficient solutions that met the company's needs.

These solutions have perfectly addressed the company's challenges, increased uptime, improved efficiency, streamlined operations, and played a key role in helping this company grow and achieve its business goals.

Additional Information

To learn more visit [ID Technology](#)

**ID TECHNOLOGY'S
CONSULTATIVE
APPROACH TO
SOLVING EACH
CUSTOMER'S
UNIQUE
CHALLENGES**