



Starting a production batch with 5800 inkjet printer



Foam Extra Ltd

A premium coding solution

Foam Extra, a manufacturer of high quality polystyrene boxes designed to transport fish including salmon and other premium fresh food products, has installed three 4-head 5800 drop-on-demand piezoelectric inkjet print stations from Markem-Imaje to add its customers' logos to every box it supplies.



Glasgow / **SCOTLAND**

Founded in **2014**

18% growth in 2017-2018

50% of customers supply premium salmon

50 brands (international and local)

More than **10 flagship brands** including: Scottish Sea Farms, QA Fish, QA Shellfish



Redefine the possible™



Foam Extra Ltd:

Flexibility and
responsiveness



“The 5800 inkjet printer is perfect for printing high quality, detailed logos for premium brands and the customer service from Markem-Imaje is excellent.”

Nigel Birse, Engineering Manager
(Foam Extra Limited)

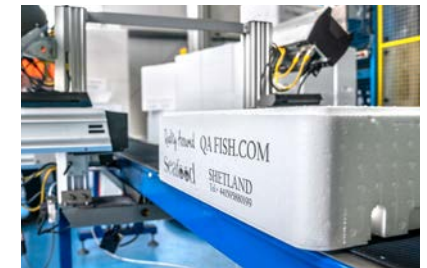


▲ In Glasgow, Foam Extra produces 6,000 polystyrene boxes every day

Foam Extra was founded in 2014 by the Bruce family, drawing upon decades of experience in the fish and fresh food packaging industry. A family business based in Glasgow, Foam Extra prides itself on being able to respond quickly to its customers' individual branding requirements and has grown rapidly. Today, capable of producing more than 6,000 boxes every day, Foam Extra helps some of the best known premium fish and fresh food brands

in the UK to send their products all over Europe. Delivered ready for immediate use by its customers, Foam Extra's high quality polystyrene boxes allow fish as well as other sensitive food products to be packed with ice and transported quickly and safely, ensuring they are perfectly fresh on arrival. Offering a flexible and responsive service, Foam Extra also helps its customers to create new logos and designs which are then printed on the boxes.

In order to maximise its production capability and continue to meet the demanding standards of its premium brand customers and drive long term growth, Foam Extra required an equally responsive supplier and chose to install three 4-head Markem-Imaje 5800 drop-on-demand piezoelectric inkjet print stations.





Markem-Imaje 5800

A coloured superior print quality

“Foam Extra needed a solution which was capable of printing detailed, high quality logos and designs. But that was only part of the challenge. For any brand, differentiating from competitors is important and for a premium brand, it is critical. For Foam Extra, that meant the ability to print with different coloured inks including teal and red, was a crucial requirement,” explained engineering manager, Nigel Birse who oversees daily operations at Foam Extra. “Not only that, but because our customers are transporting food products, food packaging inks were mandatory. I opted to install three 4-head Markem-Imaje print stations because they are easy to use, extremely reliable and deliver a superior print quality using Touch Dry® hot melt inks. This ensures the logos printed on Foam Extra boxes do not bleed or fade and because they dry instantly, the risk of ink migration is minimised.”

◀ All boxes are personalised with different coloured food grade inks

Providing boxes for customers transporting premium fresh fish and meat products, it was critical for Foam Extra to install the most reliable printing solution possible – any interruption in production could have a serious impact further down the supply chain causing delays and impacting on the quality and freshness of the product on reaching the consumer. Nigel added: “By purchasing the printers through the Markem-Imaje SMILE programme, Foam Extra has the reassurance of an all-inclusive service package with engineers readily available to help resolve any issues we can’t deal with there and then. The customer service from Markem-Imaje is excellent.”

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Photos: Pelican Communications, 07/2018

It was essential for Foam Extra to find an inkjet coding solution that could keep customer’s logos sharp, minimise ink migration and be used safely for the printing of food packaging. By selecting Markem-Imaje Touch Dry® hot melt inks, Foam Extra can meet the demands of brands supplying premium fresh food products. These Touch Dry® inks are available in a dozen different colours, from black to red, purple and teal.

For more case studies:
www.markem-imaje.com



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