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Case Study

Turnkey traceability | OEM



A solution with high added value

IMA Ilapak, company leader in the production of packaging machines, partners with Markem-Imaje to supply production lines with SmartDate thermal transfer overprinters throughout the world. Thanks to the reliability of its products, the flexibility and accuracy of its system, the widespread coverage of its after-sales service and its attention to sustainability, this solution is an integral part of IMA Ilapak's value chain.

Customer

Designs, constructs and sells vertical VFFS machines, multi-head weighing machines, dosage systems and automatic vertical packaging lines.



Foiano della Chiana, Italy

Company of the IMA Group

Founded in 1970

550 employees

16 sales and support subsidiaries worldwide



IMA Ilapak:

The most advanced technology serving the food industry



“Markem-Imaje is able to provide support to clients in any part of the world”

◀ Andrea Boccolini,
VFFS Technical Sales Support
Manager (IMA Ilapak)

Ilapak is a company of the IMA Group – world leader in the design and production of automatic machines for processing and packaging pharmaceutical products, cosmetics, food products, tea and coffee. Located in the Foiano della Chiana plant in the province of Arezzo, Ilapak Italia is dedicated to the design and construction of Vertical Fill Form and Seal (VFFS) packaging machines and multi-head weighing machines and to the packaging of food products. It focuses on fresh and frozen products, such as IV-range salads, meat, fish and frozen vegetables, grated cheese and mozzarella.

Challenge

A wide array of materials

According to Andrea Boccolini, IMA Ilapak VFFS Technical Sales Support Manager, “primary packaging is one of the main sources of the plastic dispersed into the environment. The Ilapak Group is strongly involved in environmental protection projects through the use of ecosustainable materials (recyclable, compostable and biodegradable). In this sense, the partnership with Markem-Imaje is a good match, thanks to the flexibility of their markers in managing materials that range

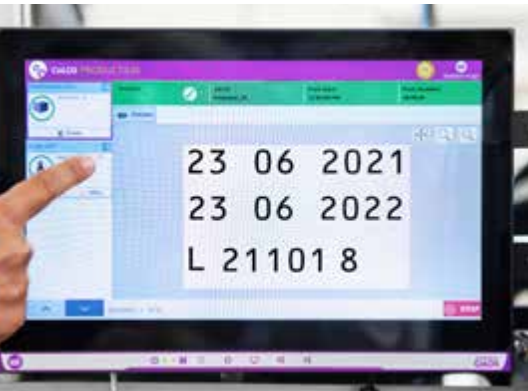


▲ In the Italian site of Foiano della Chiana, Ilapak produces FFS vertical packaging lines

from traditional plastics to the new bioplastics and the new generation recyclable papers.”

Attention to the environment and flexibility are not the only benefits that the well-established partnership with Markem-Imaje offers to IMA Ilapak: “Our machines are exported

around the globe: IMA Ilapak has always found Markem-Imaje to be an excellent partner capable of supporting our clients in every part of the world with widespread support and prompt service in the supply of spare parts”.



Solution

Compact and integrated into packaging lines

“The food market has become increasingly demanding in terms of traceability, food safety and waste management,” specifies Andrea Boccolini. “We know that we can count on Markem-Imaje as a partner to help us meet these requirements.”

One example is the Vegatronic 2000 for the packaging of frozen panini aimed at both the retail market and food service. “Our customer wanted a thermal transfer print on flexible film with lot and expiry data. In addition, we were asked to check every single pack to confirm both the presence and accuracy of each print. Markem-Imaje was able to supply us with a complete verification solution,” Andrea explains.

◀ SmartDate OEM Connect, thermal transfer overprinting solution with a compact design, checked by the CoLOS software.

Benefits

Comprehensive and wasteless

“Their CoLOS Mark & Read software, checks that every print is present, readable and contains the right data to guarantee a high level of safety while reducing waste.”

“IMA Ilapak was one of the first customers to test the SmartDate OEM Connect thermal transfer overprinting solution, designed for the original equipment manufacturer channel,” explains Susy Sora, Key Account and OEM Manager, South Europe, Markem-Imaje. “Thanks to its compact design, the SmartDate OEM Connect can be installed directly into the machine. Augmented with the Mark & Read vision system, it is possible to check the printed package code. Our comprehensive solution ensures that every product is accurately coded before being sent to the

CoLOS® (now part of the Systech Packaging Intelligence Suite) confirms every print is consistently present, readable and contains the right data. It helps IMA Ilapak drive efficiency, reduce recalls and achieve compliance.

market, in turn helps IMA Ilapak reduce line waste and avoid expensive reprocessing. Markem-Imaje’s customer approach is strongly harmonized with the philosophy of the IMA Group, making it a veritable partner for the development of its value chain.

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