



# Kingsland

## From vine to label

Kingsland Wines and Spirits, the UK's premier independent supplier of wines and spirits, opted for several Markem-Imaje's 2200 label print and apply systems. The 2200 Series provide Kingsland with the accuracy, flexibility and efficiency the company required.



Irlam (Manchester) / **ENGLAND**

Founded in **1962**

**450** employees

**Wine** sourcing, bottling, storage, distribution and contract packing

**140 million litres** bottled and packed per year

**ISO 9001:2008** certified



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## Kingsland:

From vine to label

Kingsland Wines and Spirits, based in Manchester, is the UK's premier independent supplier of wine and spirits. It specialises in the packing, importing, bottling, storing and distributing of wines and spirits from around the globe. With more than 50 years of experience in the industry, Kingsland is renowned as a company that can provide the complete solution – from vine to shelf.

Priding itself on being a business partner who encourages and enjoys long standing relationships with its customers, Kingsland requires the highest quality production equipment and capabilities to match customer expectations. After identifying a need to introduce on-line print and apply outer pack labeling at speeds of up to 50 packs per minute, Kingsland invited nine prospective coding and marking suppliers to present print and apply solutions.

Kingsland required a solution that was fast, accurate and flexible and

“With the 2200 Series from Markem-Imaje, we have reduced line stoppages due to roll changes by 25%.”

– Nigel Smith, Project Manager  
(Kingsland Wines and Spirits)

would be common across all their production lines, coupled with the need for a long lasting printhead and compatibility with the existing business system. The company also required a robust, practical solution with minimal training for operatives. Nigel Smith, Head of Engineering Projects for Kingsland, said: “To ensure production line speeds and overall efficiency, it was essential to have printers that could be moved easily between production lines in



▲ At Irlam, Kingsland bottles, packs and stores 140 million bottles per year

the event of failure, that minimised stoppages due to roll changes and could be serviced by local engineers when necessary.”

A series of trials confirmed that only two of the suppliers could match the speed and budget requirements of Kingsland. The 2200 Series suggested by Markem-Imaje also provided the accuracy, flexibility and compatibility that Kingsland required. The existing pre-printed label applicators were then replaced

by eight Markem-Imaje 2200 Series print and apply systems, all equipped with a wipe applicator. “With their larger 560 m label and ribbon rolls we have reduced line stoppages due to roll changes by 25%. On our fastest production line, two systems are used. It allows an automatic changeover to be made, removing the need for operator intervention, reducing errors and increasing line efficiency,” continues Nigel Smith.





## 2200 Series

### Increasing efficiency

The quality of the printhead used was another important consideration for Kingsland. The hardwearing printhead used in the 2200 Series needs to be changed less frequently, which makes it a more cost-effective printer for Kingsland.

With continued expansion in the business, Kingsland has invested in more production lines and now has a total of 12 units on site, connected together and managed remotely. “It was important for us to find a supplier who could provide software compatible with our business system. The CoLOS Enterprise software supplied by Markem-Imaje is easy to use and helps us design, store and download all our label information

safely,” adds Nigel Smith. The modular design of the 2200 Series also means that maintenance work can be carried out quickly, with minimal impact on the production line and because the 2200 Series can operate effectively on all of Kingsland’s production lines, printers can be moved to different lines whenever required.

Nigel Smith concludes: “Markem-Imaje has proved to be a responsive, trusted partner, making regular visits to ensure the equipment and software installed are providing us with the most effective solution.”

For more case studies:  
[www.markem-imaje.com](http://www.markem-imaje.com)

Labels are created and managed with CoLOS software

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Kingsland Wines & Spirits had to find an on-line labeling solution for its outer cases that would be fast, accurate and flexible. By selecting several Markem-Imaje 2200 Series print and apply systems, Kingsland can identify all its outer packs at speeds up to 50 packs per minute at excellent quality and improved cost.



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