



▲ Code correspondance on different packaging



# Nutrition & Santé

## The demand for perfection

Since its take-over by a Japanese pharmaceuticals group in 2009, Nutrition & Santé has stepped up its traceability needs with one essential requirement: a guarantee to deliver “zero marking error” products. Markem-Imaje provided the solution with its Mark & Read system. Read more about it.



Revel (Haute-Garonne) /  
**FRANCE**

Founded in **1972**

**4** market segments: Daily nutritional health, weight control nutrition, sports nutrition, plant and organic alternatives

**Flagship brands** distributed in more than **40 countries**: Gerblé, Céréal, Gerlinéa, Milical, Isostar

**1,800** employees, including **1,060** in France in 2017

**€456 million** turnover in 2017



markem·imaje  
a **DOVER** company



## Nutrition & Santé:

quality and reliability  
right down the line



“Japanese market requirements pushed us to go further in the coding of our packaging. Mark & Read was the innovative solution we needed.”

◀ **Pierre-Louis Nicolau-Guillaumet**,  
Head of Maintenance and New Facilities  
(Nutrition & Santé, Revel)



Pioneers in the field of healthy and organic food, Nutrition & Santé Group prides itself on producing and offering wholesome, natural food made from ingredients (untreated cereals, non-GM soybean, etc.) that have been rigorously selected and carefully processed. Nutrition & Santé produces more than 500 recipes per year in its 13 production plants located in Brazil, Spain and, primarily, France, where the Group has 9 production plants. The specialization of each production

unit reinforces Nutrition & Santé’s know-how with business lines specific to each process. There is one for biscuits, confectionery, powder mixes, deli products, vegetable juices, all with complete control of the entire production cycle, from the choice of ingredients through to the finished product. Since its take-over in 2009 by Otsuka, Japan’s 3rd biggest pharmaceuticals group and now unique shareholder, Nutrition & Santé has been investing

in cutting-edge technology and equipment for products sold in the Japanese market. The arrival of Otsuka “compelled us to reinforce our control and zero error culture,” recognizes Pierre-Louis Nicolau-Guillaumet, head of Maintenance and New Facilities at the Revel site. “For Japanese distributors and consumers, packaging is just as important as the end product and its quality have to be beyond reproach. Hence, where marking is concerned, ‘zero error’ is demanded

right down the line.” A considerable constraint that forced the group to move forward by reviewing its marking policy.





## Mark & Read, an innovative solution

“Nutrition & Santé had a very specific problem that we were able to solve with our Mark & Read system, developed with our partner Cognex,” explains Philippe Mey, sales engineer with Markem-Imaje. Once coded, the product is scanned by a Cognex camera, which reads the information (batch number, time and use-by date) on the packs in a few tenths of a second, checking that there are no errors. If a code is missing, incomplete or illegible, the product is automatically ejected. “It marks, checks the marking, ejects the product if necessary and makes sure it has been ejected,” comments Pierre-Louis. Mark & Read is supported by Markem-Imaje’s CoLOS software, which manages printers remotely and ensures marking complies with production orders. CoLOS also controls the Cognex Dataman barcode reader, which

---

◀ The 9450 printers,  
Cognex cameras and  
2200 systems are managed  
by CoLOS software

---

verifies EAN-13 codes on each pack. A re-reading step is essential in order to ensure packs have not been mixed up upstream and that the container matches the contents. Where coding is concerned, Nutrition & Santé uses around 50 coders. 9450 inkjet printers are used to code individual biscuit sachets and their cardboard packs, while 9040 twin-head printers are used for heat-sealed products. Several 2200 label print and apply systems identify multi-pack boxes with GS1-128 labels. The 100% Markem-Imaje printer fleet is covered by a SMILE service contract that includes rental and regular maintenance. “The fact that all the elements are designed to work together was a genuine advantage when we were making our choice,” concludes Pierre-Louis Nicolau-Guillaumet. The reliability of the equipment installed and the quality of commercial and technical relations are what make the partnership with Nutrition & Santé a real success story.

**Markem-Imaje**  
Global Sales & Marketing Division  
9, rue Gaspard Monge  
B.P. 110  
26501 Bourg-lès-Valence Cedex  
France  
Tel.: +33 (0) 4 75 75 55 00  
Fax: +33 (0) 4 75 82 98 10

Photos: Jean-François Pelegry, Capa pictures - 12/2018

Nutrition & Santé had to find a solution that would guarantee its final consumers and shareholder Otsuka the presence and legibility of the codes through a complete verification system. Thanks to Markem-Imaje’s Mark & Read solution, which in a few tenths of a second verifies the accuracy of the information printed on the packaging, all products securely leave the site.

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