Quality is a must

Pastificio Pallante, located near Caserta, in southern Italy, is a family-run business specialized in pasta. The company makes around 900,000 metric tons of pasta every year and exports its products to Europe, the USA, Japan and the Middle-East. For four generations, it has aimed to combine product quality with an industrial process and competitive prices.

The factory has 5 pasta production lines and 13 packaging machines. “We market around 100 different products, either under our brands – Pasta Reggia, Spighe di Campo and Nutri Bio – or those of our distributors. We even have a special children’s range,” explains Attilio Pallante, Sales and Export Manager at Pastificio Pallante. “This diversity means a high level of customization of our products to keep all our customers satisfied.”

Since tradition and quality are important values for the company, particular care is taken when selecting raw materials and quality controls are performed throughout the manufacturing process. “We are ISO 9001 certified. For us, this means a genuine commitment to consumers.

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A solid ink that comes up to the mark

To identify its multi-pack boxes, Pallante previously used Markem-Imaje 5200 high-resolution inkjet coders. It was to replace those coders and network its whole printer fleet that the company recently went back to Markem-Imaje.

Markem-Imaje suggested to install 12 of the range’s latest models - the 5800 coder, fitted with two printheads. “What convinced us about this coder was its small floor space compared to the previous model, the excellent quality of the messages printed and its print speed. But its real strong point is that this type of coder operates with solvent-free hot melt resin inks, protecting both operators and the environment. Because they are solid, these inks are easy to handle and don’t need any special waste disposal,” explains Attilio Pallante.

For networking, Markem-Imaje proposed its CoLOS software, capable of managing all types of printers, irrespective of the technology used. “With CoLOS, messages are all centralized and sent to the printers from a single point,” he adds. “This means no more data entry errors and optimized costs.”

Another reason why Pastificio Pallante has been working with Markem-Imaje for years is the quality of the services offered: technical expertise and a fast after-sales service, customized solutions that are tailored to requirements. “It’s a genuine partnership. We saw this once more with our networking project. And our two companies share the same values, particularly when it comes to the environment,” concludes Attilio Pallante.

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