

EQUIPMENT LABELING/CODING



From taking the process in-house to meeting corporate social responsibility goals, labeling and coding equipment is evolving to meet these challenges head on.

Four Innovations In Label, Coding Functions

DOWNSTREAM IN THE PRODUCTION process, but the first things consumers see, labeling and coding are being rethought to help manufacturers reduce errors, improve their green footprints and enable on-demand printing for short-run and seasonal items.

In addition to besting challenges on facility floors, new labeling and coding equipment is helping manufacturers realize cost savings in a number of ways, including material reduction and extended parts life.

Candy & Snack TODAY reveals four innovations that can improve manufacturers' bottom lines.

1. LABELS GO GREEN

Sustainability plays in the labeling arena as new equipment aims to reduce waste and sustainable materials gain ground. David Collins, director of the prime paper and specialty product lines teams at Avery Dennison Corp., tells **Candy & Snack TODAY** the company has worked with the Forest Stewardship Council (FSC), a third-party certifier, to improve the sustainability of paper label materials.

To achieve the certification, the supply chain needs to be verified from the source of pulp all the way through the value chain to end users, and every step can be traced, he explains.

While there are costs associated with moving to greener materials, Collins reports Avery Dennison has managed its portfolio to eliminate price increases. "Our FSC materials have no cost additions for the vast majority because we look to replace one-for-one, taking

traditional materials and moving them to a certified label," he explains.

He notes the biggest challenge for FSC materials is ensuring there is enough pulp to meet the demand.

"The material that is produced is no different from what we were already buying because we have our own practices and supplier engagement to make sure they are responsible for the supply base," Collins explains, adding: "The fact of the matter is, there are not enough FSC-certified forests."

The other challenge is how to position the green materials to inform consumers about the switch. Collins notes many CPG firms don't want to risk using valuable label real estate to communicate these activities, preferring to leverage them through corporate websites or social responsibility reports.

When applying labels to and printing on recycled corrugated cases, it is important to consider how adhesives will hold and how printed portions will appear because the higher the recycled content, the darker the box. When printing right to recycled corrugate, putting down a light colored background might be necessary to obtain functional contrast for barcodes.

2. ON-PACK CONSUMER INTERACTION

It wasn't long ago that QR codes were considered the wave of the future, a way for consumers to further engage with their favorite brands and learn about new products. Yet, slow adoption by end users and special software requirements have resulted in the abandonment of the platform.

However, improvements in mobile technology and the embracing of near-field communications (NFC) as integrated components in electronic devices promise

CONTINUED ON PAGE 50



The mark of
responsible forestry