

Case Study

Secondary Packaging

Bornholms a/s improves traceability with high contrast ink – Top marks for Markings

SUMMARY

Bornholm A/S, a producer and developer of fish preserves, was looking for a cutting-edge, user-friendly solution with a specific demand while they were equally focused on speed and quality as their print equipment at the time no longer met their requirements. Markings delivered a test printer for one of the production areas with great success.



BORNHOLMS
LEVERANDØR TIL DET KONGELIGE DANSKE HOF

CUSTOMER

Bornholms A/S

INDUSTRY

Secondary Packaging

DISTRIBUTOR

Markings APS

SALES OFFICE

Hitachi Europe

Bornholms A/S

Since 1915, Bornholms A/S has produced and developed fish preserves on Bornholm, Denmark. Right from the beginning focus has been on quality and industrial craftsmanship. Recently, Bornholms A/S has launched a new kind of cod roe with extra omega oil. In stead of eating fish oil pills, consumers can dig into a nice piece of roe and get the same good omega supplement.

CHALLENGE

After courting Bornholms A/S for three years, Markings was finally invited to cooperate with Charlie Olsen, Production Manager at Bornholms A/S. At that time, Bornholms A/S' print equipment was outdated and the company was looking for a cutting-edge, user-friendly solution.

To ensure the right solution, Gert Salzer, Markings, and Charlie Olsen focused on getting the requirements specification right. Once it was in place, Markings delivered a test printer for one of the production areas.

„We were equally **focused on speed and quality** as our equipment at the time no longer met our requirements. We had the test machine for a month and we were **more than happy with it.**”

Charlie Olsen, Production Manager at Bornholms A/B



Printers for a tough production environment – Bornholms A/S bought 6 Hitachi printers, which are located on various production lines. Among others, the printers are used for the company's roe production. Besides the demands for speed and quality, the printers had to operate in a very tough production environment. Charlie Olsen explains the solution:

"Everything was delivered in stainless steel and on stainless steel tables to suit our environment. There were quite a few demands from our side, and we all appreciated the job that needed to be done. I have to say, the experience has been smooth sailing."

SOLUTION

The requirements specification included a demand of a specific, yellow high-contrast ink, which made the text on the products easier to read than that on the competitors' products, and a black autoclaving ink, which was resistant to autoclaving, boiling and preservation. In the end, the demand of a user-friendly solution was essential to Bornholms A/S.

"We emphasised the need that the operators could handle the printers on their own. We did not want to be dependent on a technician, and Markings has delivered on that score. I do not think we have had a technician here yet. Once the installation was completed, our employees were trained to use and maintain the printers themselves." Charlie Olsen explains.

He continues: "I have been speaking to the operators and they have not had any challenges with the new equipment. They can take it apart, clean it, reboot it and log a new date."

„Operators have not had any challenges with the new equipment.“

Charlie Olsen, Production Manager at Bornholms A/S

It is a great advantage that we do not need any external assistance or a technician to clean the machines. Our operators can do it all themselves."

PRODUCT

Inkjet Printer



MODEL

UX Series

RESULTS

According to Charlie Olsen, the cooperation between Bornholms A/S and Markings has hit the mark.

"Markings' professional approach and the fact that we had the opportunity to see the product and test it has been an immense help in the decision making process. It has been a massive advantage. We had some rather steep demands for the solution and sales people often sell something they believe can do it all. But trying the printers out and testing them in the environment they will be part of - that has been the alpha and omega. Top marks for the cooperation and the product." says Charlie Olsen.

„Top marks for the cooperation and the product.“

Charlie Olsen

He rounds off the interview: "There is simply nothing negative to say. The entire experience has been impeccable. Right now we have everything, we need. But Markings is top of our list if we decide to expand the production with something - anything is possible."

„There is simply nothing negative to say. The entire experience has been impeccable.“

Charlie Olsen

Head Office

Japan

Hitachi Industrial Equipment Systems Co., Ltd.
Phone: +81 3 3258 1111
www.hitachi-ies.co.jp
info@hitachi-ds.com

Sales Offices

America

Hitachi America, Ltd.
Phone: +1 866 583 0048
www.hitachi-america.us/jp
inkjetprinters@hal.hitachi.com

Europe

Hitachi Europe GmbH
Phone: +49 211 5283 0
www.hitachi-industrial.eu
info@hitachi-ds.com

Asia

Hitachi Asia Ltd.
Phone: +65 6305 7400
www.hitachi.com.sg

Oceania

Hitachi Australia Pty Ltd.
Phone: +61 2 9888 4100
www.hitachi.com.au

China

Hitachi Industrial Equipment Systems Co., Ltd.
Phone: +86 21 5489 2378
www.hitachi.com.cn

