



GLOBAL PRINTING...ENABLED.

Pauly Biskuit | Pauly Biskuit Relies on Printronix RFID-ready T5204r Thermal Printers to Simplify Packaging Labeling Processes

Profile

Pauly Biskuit is one of Europe's largest baked goods manufacturers. Family owned and operated since 1894, the company employs more than 250 workers at its state-of-the-art manufacturing facility in Dessau, Germany.

Situation

Each year, Pauly Biskuit produces more than 300 different types of baked goods. At the completion of each production cycle, pastries and semi-finished products are packed in boxes, which vary by producer, and labeled with relevant product information including sell-by date, origin and use. Pauly Biskuit was using a labeling solution that involved storing label information for each individual product and producer on font cards, and then manually entering that information into the printer in correspondence with production cycles. With three to four million labels being processed each year, this manually driven process had become increasingly time consuming. When Pauly Biskuit's existing printers began to break down frequently, interrupting production, the company went in search of a new printing and labeling solution.

Goals

- § To reduce the cost of doing business by further automating Pauly Biskuit's complex labeling process
- § To ease integration by leveraging already established best practices
- § To improve system reliability and performance for increased accuracy and faster time to market

Results

Pauly Biskuit initially installed 12 Printronix T5204r wireless LAN printers in 2005. Using Printronix PrintNet Enterprise printer management software, the company eliminated the need to manually staff each printer, and can now reliably control all print processes through its internal wireless network, which has significantly reduced wait time and system downtime. The Printronix printing system is easy to use, is compatible with the company's existing hardware and software, and can quickly print out all common bar code standards, and numerous other codes including EAN 13, EAN 128, EAN 8 and ITF.

Reaction

"We are extremely satisfied with the performance and reliability of the Printronix printers, with regard to their capacity to print complex bar codes perfectly."

H. Winkler
Systems Administrator