



# Rotech

MARKING 25 YEARS OF EXCELLENCE



## Coding and Marking Solutions for Food Packaging



THE CODE MARK OF EXCELLENCE

# introduction

## Coding and marking solutions for food packaging

Printing product information such as batch numbers or date codes onto food packaging isn't an option; it's mandatory, which is why it's important for food manufacturers to invest in a system that can produce easy-to-read codes, efficiently and without disruption to the production line.



## whychooseus?

Over the past 20 years we have worked with many food producers and manufacturers, offering our expertise and industry knowledge to help provide them with the best solution to print high quality codes, whilst also meeting the required food coding and marking standards.

We approach each project with equal standards of care and commitment, to guarantee total customer satisfaction. After installation we provide a total support service offering a full range of consumables, along with ongoing advice and consultancy as required.

*"Innovative, customer focused, coding and marking solutions."*

Proud to have worked with:



[rotechmachines.com](http://rotechmachines.com)

# typical applications

Working in the most challenging environments, food manufacturers need to be able to code and mark a diverse range of packaging materials, safely and reliably.

We can provide the ideal solution for printing onto any food or beverage products, even in the most demanding environments. Typical applications include:

- Carton coding
- Printing directly onto film
- Label printing and application
- Printing resealable bags or pouches
- Sleeve printing



*"Whatever the application, we can help find a solution that suits your needs."*



## online or offline?

Although printing products online as part of the production process is generally favoured, it is not always possible. We can offer both online and offline solutions to best suit the application in question.

### Why go offline?

- Ideal for trial products - no impact on other production lines
- One offline coder can serve multiple production lines
- To increase throughput if coding is currently done by hand
- Consistent code positioning - even in 'hard to reach' areas
- Labelling and coding can be done in one operation
- Reduce stock of pre-printed packaging
- Offline coders can be easily adjusted to accommodate different packaging shapes and sizes
- To help deal with seasonal peaks

# thermalinkjettechnology

## The proof is in the print

Thermal inkjet (TIJ) technology is an ideal replacement for thermal transfer and continuous inkjet, particularly for food manufacturers looking to print customised information such as date codes, barcodes, batch numbers and simple graphics on demand, onto their products.

TIJ also has the ability to print onto a wide range of packaging materials and substrates with quick dry ink that has been fully certified for use in food environments.



## thebenefits

### RELIABLE

- Works first time, every time
- Starts instantly, shuts down instantly

### EASY TO USE

- Direct data input available on printer
- Intuitive, free, format design software package
- Cartridges simply clip in and out

### COST EFFECTIVE

- Low capital cost of equipment
- Single consumable cartridge
- No maintenance

*“As well as being an ideal partner to our offline feeding systems, our thermal inkjet printers can be easily integrated into existing production lines with minimal disruption.”*

# sleevecoding

Sleeves are an increasingly popular packaging choice for food products; particularly ready meals packaged in trays, tubs or pots.

However, printing date or batch codes onto sleeves presents the following challenges:

- Certain print areas are hard to access
- Tall tubs or pots can be unstable and difficult to guide down a packaging line
- When placed around trays, sleeves can move making accurate code placement difficult

By taking the process offline, these issues can be solved. We have several systems ideally suited to the printing and coding of sleeves.



## RF Lite

The RF Lite is an ideal entry-level solution because it is simple and cost-effective. It is ideal for companies looking to automate their date marking process for the first time. It also suits larger operators who are looking to install dedicated marking systems on multiple production lines.

### Key Features and Benefits

- Fitted with thermal inkjet technology, the RF Lite is ideal for clear, concise date or batch coding onto sleeves and cartons
- The RF Lite can consistently print codes onto all shapes and sizes of sleeve. It only takes seconds to swap between sizes
- It's easy to set up and adjust; no training needed



## RF Auto

The RF Auto is an operator friendly, heavy duty, high speed, food sleeve, carton and bag coding system.

Due to patented auto gating technology, the RF Auto automatically adjusts to accommodate varying thicknesses of product, leading to reduced set up time and waste.

Simple controls and the use of quick set hopper guides keep downtime to a minimum.

### Key Features and Benefits

- High throughput rates matched with variable speed control up to 90m/min
- The RF Auto can be configured and moved easily between production lines
- High speed whilst maintaining accuracy through the use of a vacuum conveyor



# bag&pouchcoding

If a pre-formed bag or pouch needs coding or labelling, we can offer a number of solutions to accommodate a wide range of size and materials. Whether an online or offline solution is required, we have a range of feeders and printers available.

If only a small amount of information is to be printed on the product, such as a 'use by' or 'best before' date, an inkjet printer could be used. When a large amount of information needs to be printed, for example: a product description or ingredients' declaration, a Thermal Transfer (TTO) printer is used.

Thermal inkjet is an ideal online printing solution as it's easily integrated into machines that wrap a flexible packaging material (e.g. paper, aluminium, plastic film) around a product or group of products. Other common descriptions of this style of packaging are flow-wrapping, overwrapping and horizontal form fill seal.



## RF Pouch

Using vacuum (pick and place) technology, the RF Pouch can transport a wide range of pouches and other flexible packaging. The system picks a product from a stack, places it onto a conveyor for printing and/or labelling before transferring the marked pack neatly onto another stack, ready for collection.



## RF Auto

Due to the auto gating technology, the RF Auto has the ability to automatically adjust to varying thicknesses of product, making it an ideal solution for feeding and printing resealable pouches and bags.



# weareunique

## Custom systems

Whilst our standard range of feeding systems are able to meet the majority of our customers needs, there are occasions where a custom machine may be required in order to meet a specific application; for example, coding an exceptionally wide or narrow product.

As all of our systems are designed and built in house, we are able to modify and customise our range to meet particular customer requirements - something many of our competitors are unable to offer.



## Free print sample service

There's no one-size-fits-all approach when it comes to coding your product or packaging. Each application is unique and comes with its own set of challenges and factors to put into consideration.

Here at Rotech we offer a free print sample service. Simply send us some samples of your product along with your coding requirements and we will find you the ideal solution by running them on our systems here at the factory.

Alternatively, we can arrange for one of our sales engineers to visit and give you a free on-site demonstration.



# ourstory

Founded in 1997, Rotech has grown to become one of the most respected coding and marking specialists in the UK. Our privately owned business has built a reputation of providing a valuable, end-to-end service - from consultancy and advice, through to product installation and ongoing support.

Our success is due to our expertise and our ability to listen and solve problems. No matter how small or how significant, we will always deliver the right solution in terms of efficiency, sustainability and quality engineering.

Our extensive knowledge of coding and marking technology, combined with our friendly, reliable, 'can-do' attitude, has led us to being trusted and respected by organisations right across the packaging industry, both in the UK and internationally.



## ROTECH MACHINES LIMITED

1 Brownfields Court, Welwyn Garden City  
Hertfordshire, AL7 1AJ England

**E:** [sales@rotechmachines.com](mailto:sales@rotechmachines.com) **T:** +44 1707 393 700

**W:** [rotechmachines.com](http://rotechmachines.com)

