



Coding and Marking Solutions for the

# Food & Drink Industry



**190+**

Years of industry experience

**700+**

Number of customers

**1997**

Providing solutions since

# Contents

Food & drink packaging	4
Why choose us?	4
Customers we're proud to work with	5
Buy Rotech	5
Things to consider	6
Thermal inkjet technology	7
On-line or off-line?	8
Why go off-line?	8
Sleeve & carton coding	10
Bag & pouch coding and labelling	12
Bespoke systems	14
TopMarks sample service	14
Our story	15
Stay in touch	15

**We couldn't be happier about our experience working with Rotech! When we needed a coding machine for our business, they came highly recommended, and they didn't disappoint. The team at Rotech was incredibly knowledgeable, professional, and attentive to our specific needs.**

ORANGE COUNTY CBD



Coding and marking solutions for

# Food & drink packaging

The presence of legible product codes, such as use by dates and batch numbers on food and drink containers or packaging is essential. This information helps to reassure consumers, so they can make informed choices about their purchases. They also protect brands, meeting demands for food traceability and allow for timely product recalls if necessary.

Manufacturers should invest in an easy-to-use system that can reliably produce quality codes with minimal operator intervention. Maintenance and consumable costs must be considered, as well as the flexibility of the solution – will it be able to meet your needs not only now, but in the future?



## We're proud to work with

Some of the companies we have provided solutions for:



**“What we liked about Rotech is that they didn't just give us a list of machines and a list of prices. We felt they had more expertise than the other coding companies we saw...”**

Pots & Co

## Why choose us?

Over the past 25 years, Rotech has worked with and built strong working relationships with many manufacturers, providing solutions that offer an impressive ROI, whilst also meeting the required food & drink coding standards.

Our coding and marking expertise, combined with our extensive industry knowledge, allows us to truly understand the needs of each project, and the customer behind it. We will always strive to deliver an excellent service, working closely with you from the moment we are presented with a problem, all the way through to delivery, installation, and beyond.

Our aftercare services are extensive. We offer training, free advice, technical support, service exchanges and more - ensuring that your coding and marking operation runs as smoothly as possible.

## Buy Rotech

Buy Rotech is our dedicated online shop for the quick and easy ordering of coding & marking consumables and spares for both Rotech and other OEM equipment.

To set up an account, send an email to [sales@rotechmachines.com](mailto:sales@rotechmachines.com)



# Things to consider

When selecting the optimal coding solution for your application, there are many factors to take into consideration.



## Packaging type and material

Food & drink packaging comes in many shapes and forms, ranging from stand-up pouches to cartons and wraparound sleeves. The packaging material also hugely varies, from flexible films and foils to rigid plastic tubs and cardboard cartons.

These variables dictate which printing technology is best suited. Some printers perform better than others when printing onto certain substrates.

The packaging type can also determine whether an on or off-line solution would be best suited, there are ideal applications for both.



## Required speed

Throughput requirement is a key factor to take into account. A dairy manufacturer producing high volumes of milk will require something that can work quicker than an artisan chocolate maker, producing 200 bars per day.



## Production environment

Food factories can often be subject to regular wash downs. They can also be dry, dusty areas, or areas that experience extreme temperatures. To ensure the reliable operation of coding and marking equipment, the production environment needs to be known beforehand.

**We looked at various options but chose Rotech's TIJ printer because of its simplicity and reliability. Moving to this technology has reduced our labour costs & eliminated mislabelling, which has improved overall efficiency.**

ROLLAGRANOLA

# Thermal inkjet technology

## Cost-effective, clean coding for food & drink packaging

Thermal inkjet (commonly referred to as TIJ) is a cartridge-based technology ideal for printing variable data onto a wide range of food and drink packaging types:

- |                       |                       |                |                  |
|-----------------------|-----------------------|----------------|------------------|
| • Aluminium foil lids | • Cartons             | • Plastic tubs | • Tetra Pak      |
| • Bags & pouches      | • Corrugate           | • Sachets      | • Tube laminates |
| • Bottles             | • Flow wrap & film    | • Sleeves      |                  |
| • Bottle caps         | • Outer cases & boxes | • Stick packs  |                  |

## A perfect partner to your production line

The printers start-up and shut-down instantaneously and are completely maintenance-free, so downtime is kept to a minimum. Cartridge changeover is quick too, they simply click in and out within seconds.



Maintenance-free



Simple integration



Crisp, clear prints



Cost-effective

Our TIJ printers are well suited to most food & drink manufacturing lines. They are extremely compact, easy to integrate and will work seamlessly alongside a range of packaging equipment and machinery, including:

- Flow wrappers
- Thermoformers
- Cartoners
- Labellers
- Pouch sealing machines
- Vertical & horizontal form fill seal machines

# On-line or off-line?

Although printing products on-line is the most well known method of product coding, it isn't always possible. Printing away from the line (off-line) using a standalone feeding and coding system may offer the flexibility needed.

We provide cost-effective, quality on-line and off-line solutions, to best suit the needs of the application.

## Why go off-line?



Designed and built by us, here in the UK, our off-line systems offer a great half-way house between manually coding and complete automation. They allow flat-form packaging to be coded and/or labelled in a quick and reliable way. You just stack the product in the hopper and watch as it is automatically fed under the printer, labeller (or both) before being returned to a stack, ready for operator removal.



Ideal for trial run products –no impact on existing lines	One off-line system can serve multiple product lines	To automate the coding process if it is currently done by hand	Consistent code positioning – even in 'hard to reach' areas
Labelling and printing can be done in one operation	Reduce stock of pre-printed packaging	Can be adjusted to accommodate different pack shapes & sizes	To help deal with seasonal peaks in production



# Sleeve & carton coding

Sleeves and cartons used within the food industry require similar information to be overprinted. Applying date and batch codes onto these products on-line can be tricky due to the following:

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

The above issues can be solved by taking the process off-line and using a standalone coding system to print the packaging before it has been filled.

## RF Lite®

The RF Lite, fitted with thermal inkjet (TIJ) technology, is specifically designed for the fast and reliable date coding of sleeves and cartons.

It's low investment cost and very short pay-back time makes it ideal for companies looking to automate their coding process for the first time. It also suits larger operators looking to install dedicated marking systems on multiple production lines.

### Key benefits

- Easily adjustable - one machine can accommodate varying packaging types and sizes
- Eliminates need for manual coding/labelling, allowing the workforce to be more productive
- Tiny 500 x 500 mm footprint means that it can be squeezed into tight spaces



Cost-effective



Compact



Operator-friendly



Saves time

## RF Auto

With its patented auto-gating technology, the heavy-duty RF Auto easily handles products of varying thicknesses, helping to reduce set-up time and waste.

The flexible system can accommodate a range of coding and labelling technologies, making it an ideal solution for the fast and reliable coding or labelling of a variety of packaging types, including sleeves and cartons.

### Key benefits

- Ideal for high production volumes, of up to 25,000 products per day
- Can handle a wide range of packaging types, including flexible packaging and those with variable thicknesses
- Can be integrated with a range of technologies such as TIJ, CIJ, TTO or print and apply



Heavy-duty



Highly versatile



Fast



Accurate



# Bag & pouch coding and labelling

Pouches and bags are convenient for consumers and are therefore a popular packaging choice for many food products, including sweets, rice, nuts and even some sauces.

We have a number of solutions well-suited to the coding and/or labelling of pre-formed bags and pouches.

When using pre-made pouches or trying to code onto filled packs, coding on-line becomes problematic. For these applications, an off-line system is ideal to maximise efficiency and ensure consistent, quality codes on each pack before they are filled.

## RF Lite® Pouch

The RF Lite Pouch, fitted with thermal inkjet (TIJ) technology, is our low-cost solution for the reliable feeding and printing of polybags and pouches.

Just like the original RF Lite system, the RF Lite Pouch offers a short pay-back time, making it ideal for manufacturers who want to move away from hand labelling or stamping.

### Key benefits

- Easily adjustable for pouch sizes from 100 x 80 mm to 230 x 160 mm
- Eliminates need for coding/labelling by hand, deploying skilled workers for other tasks
- Vacuum picking system with belt drive for smooth transportation



Cost-effective



Compact



Operator-friendly



Saves time

## RF Pouch

The RF Pouch is a unique solution for the automatic feeding, printing and/or labelling of resealable pouches, polybags and asymmetrical products.

Using vacuum technology, the system picks up the flexible pack with ease, places it onto the conveyor for printing and/or labelling, before transferring the marked pack neatly onto another stack, ready for operator removal.

### Key benefits

- 'Pick and Place' system for reliable feeding of pouches or bags up to 350 x 350 mm
- A range of belts and vacuum cups available, to suit your application needs
- Can accommodate TTO and TIJ printing technologies, and all types of labelling systems including print & apply



Reliable



Highly versatile



Adjustable



Accurate

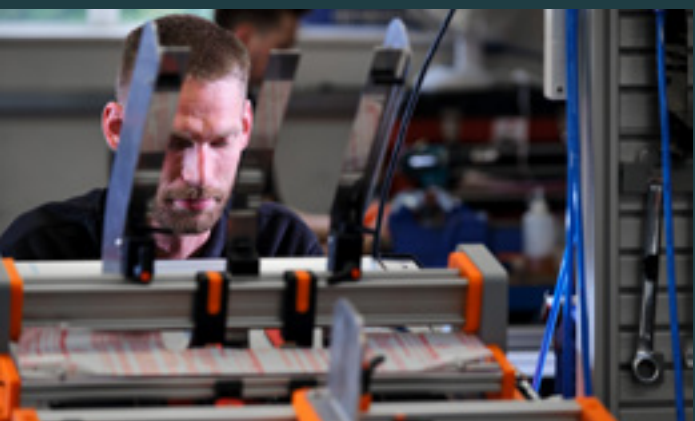




# Bespoke systems

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

As all our feeding systems are designed and built in our UK factory, we can closely work with manufacturers to create a modified solution that will increase uptime, improve coding quality and maximise efficiency.



# Our story

Founded in 1997 and privately owned, Hertfordshire-based Rotech has grown to become one of the most respected coding and marking specialists in the UK.

Our innovative range of coding and marking equipment, coupled with our friendly, can-do attitude, allows us to provide our customers with a valuable end-to-end service. From consultancy and advice, right through to product installation and ongoing support.

Rotech's success is due to our extensive industry knowledge and ability to listen and solve problems. No matter how small or significant, we will always deliver the right solution in terms of efficiency, reliability, and cost.

Excellence underpins all that we do at Rotech, so if you're looking to work with knowledgeable professionals, you've arrived at the right place.

Company established -  
selling consumables

1997

First friction feeder developed

2004

Feeder developed for  
overseas distribution

2007

Introduction of the RFI  
feeding system

2011

Feeder developed for the  
pharmaceutical industry

2014

Thermal Inkjet printers  
added to product range

2016

Online consumables shop  
launched - Buy Rotech

2020

Marking 25 years of excellence

2022

# Get TopMarks on your packaging

TopMarks is our free, unique sample print service that allows you to experience our coding and marking solutions on your own packaging, prior to making any sort of commitment.

Simply send us some sample products, along with your print requirements and we will run them on our dedicated demo systems. The results will be swiftly returned to you, along with some interesting insights on how our solutions could benefit you in terms of cost, efficiency and uptime.

# Stay in touch

The Rotech team are always on hand to provide professional coding and marking advice. If you would like to learn more about our solutions, then why not get in touch?

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