



Success story

Kings Seeds

Kings Seeds coding reigns supreme as they continue to streamline production.



Problem

Kings Seeds' needed a coding and marking partner to help them continuously improve whilst their business expanded. They wanted to get rid of outdated technology.



Solution

RF1 feeder for printing information onto seed packets. Maintenance-free TIJ printers, integrated onto HFFS machines. RF Lite to eliminate manual .



Results

Switching from manual processes, meant they saved time and maximised efficiency on their packaging lines. The coding equipment is fully supported by Rotech.

Company snapshot

Kings Seeds, a leading supplier of horticultural essentials to both the home gardener and commercial grower, has a rich history that dates back to 1888.

They played an integral role in Rotech's journey when they purchased the first ever off-line feeding system 19 years ago. Kings Seeds continues to invest in Rotech's coding solutions and remains a loyal customer to this day.

In their warehouse sits an extensive seed portfolio, including many old favourites and unique new varieties of vegetables, fruits, flowers, and herbs.

This impressive range, along with their impeccable customer service has led them to win many gold awards, such as best fruit and veg seed range and best online retailer in 2021.



A first for Kings Seeds and Rotech

Rotech and King Seeds share a mutual desire to continually improve existing processes using innovative solutions. This first transpired in 2004, when Kings Seeds had a requirement to print codes directly onto seed packets.

Whilst Rotech had not previously manufactured feeding systems, they took on the challenge. The new business opportunity proved to be a pivotal moment for the company. Now, Rotech is highly regarded as the largest manufacturer of feeders in Britain!

19 years on and with only one upgrade along the way, the original RF1 feeder is still being used to print product information onto generic seed packets in batches – a testament to the versatility and durability of the system. Using the RF1, Kings Seeds experience no waste caused by overproduction and have the flexibility to switch between packets very quickly.



Switching to thermal inkjet technology (TIJ)

After years of growing demand for Kings Seeds products, they needed to find ways to harness their workforce more effectively. Manually filling seed packets was costly and labour intensive. To automate the process, they invested in brand-new form, fill and seal machines.

The complex machinery had to be integrated with coding equipment that could apply variable information onto sachets. Initially, they chose continuous inkjet (CIJ) printers but did not receive sufficient support to maintain the temperamental systems.

Rotech were a trusted supplier to King Seeds and had a track record of providing reliable solutions that would fix pain points in production. As such, it was no surprise that Rotech could provide an alternative to CIJ – maintenance-free, compact thermal inkjet technology!

Kings Seeds now use Rotech's X Series TIJ printers with an intelligent control system. They have seamlessly integrated these into the form fill and seal machines and apply high-resolution product information and batch codes onto the flexible packaging.

RF Lite - takes away the burden of strict deadlines

Rotech's engineers regularly communicate with the team at Kings Seeds, so issues that occur during production can be pinpointed and resolved efficiently. Most recently, Kings Seeds had a large order for the Chelsea flower show on a strict time limit. They found that manually feeding pouches into an industrial packing machine was slowing them down. Rotech knew there was a way to streamline the process.

Using an RF Lite, pouches were stacked in the hoppers and fed quickly through to the packing machine. Instead of smaller hand-fed stacks, larger stacks were feeding consistently and reliably. Although not a conventional use of the RF Lite, it meant operators could work faster and didn't experience fatigue from repetitive actions.

Within a week of the first trial of the machine, Kings Seeds were reaping the benefits of the RF Lite and reached the necessary pace to comfortably complete their crucial order. If it weren't for the strong, ongoing partnership between Kings Seeds and Rotech, it would not have been possible to identify the problem and come to an effective solution in such a short timescale.

“Their team are always helpful, and willing to listen to our needs. Whilst working together with our Warehouse machine operators to produce sensible, cost-effective solutions.”

Andrew Tokely, Horticultural Director

Here's to many more years of coding and marking success.

King Seeds have had to continuously develop their manufacturing methods as technology evolves and their business grows. Creating lasting business partnerships and staying true to their heritage is key to their strong brand reputation and legacy. Rotech are proud to have worked with Kings Seeds for 20 years, opening new avenues in their coding and marking. As a result, they have switched from outdated, unnecessary manual processes to efficient and reliable technologies.

Uniquely, King Seeds has also shaped Rotech's history with their belief in the team, systems, and business. The RF1, thermal inkjet printers and RF Lite, are used to save time and maximise efficiency throughout their packaging operations.

Key stats

1888

Kings Seeds established

2004

Working with Rotech

20

Years of coding partnership

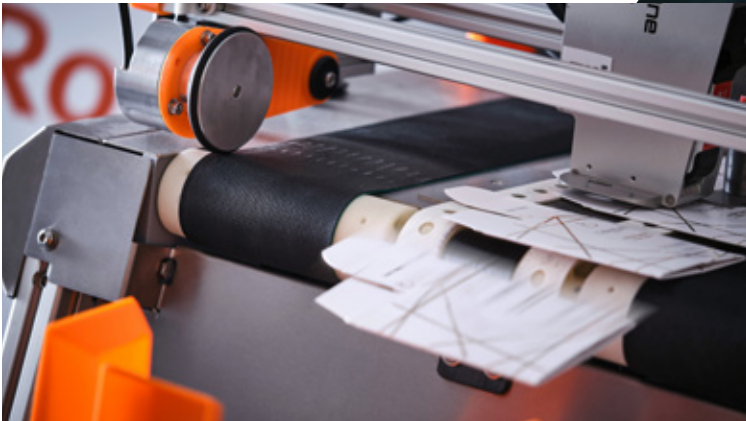
To book a free demonstration, call **01707 393 700** or email sales@rotechmachines.com



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.



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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