



Success story

Pump street Chocolate

Premium chocolate maker sees massive labour-saving benefit of TIJ system



Problem

Pump Street Chocolate were experiencing high costs and increased labour through hand labelling. Their product range was expanding so they needed a machine to help.



Solution

They received an RF Lite to add to their production line. This allowed them to spend time on other activities and still gain high resolution prints.



Results

The chocolate manufacturer was able to print on 4,000 bars in 20 minutes. Previously this would have taken them 3 days by hand.

Bean to bar

While the team of six full-time workers in Pump Street's chocolate room use a certain amount of machinery, it is very much a hands-on operation. As one of the few UK producers going all the way from 'bean to bar', it requires maximum workforce availability for a range of processes, from roasting, winnowing, grinding and conching to tempering. That is before the team even starts to mould and pack the chocolate.

So, when at the end of last year the Orford-based company began to produce smaller 20g bars to complement the existing range of 70g bars, it soon became clear that automated coding would be a necessity. The full-size bars use a resealable sachet printed in-house with a batch code and best-before date, which also acts as a tamper-evident seal. The smaller tear-open sachets for the 20g bars, typically destined for the coffee-shop and hotel market, required a different solution.

*Pump
Street*
CHOCOLATE

An automatic change

Rotech's RF Lite is ideal for food producers looking to automate their date marking process for the first time. It takes individual packs from a hopper, positions them for coding, before transferring them to a stack of coded sachets. The feeding system has a linear speed of up to 60m per minute.

"The speed and the efficiency of the system were both important, as well as its ability to adapt to other products further down the line," says Sally. The company is developing packs of couverture chocolate and chocolate powders for supply to the food service sector.

"From order to delivery and installation, it all happened very quickly," she adds. "We were shown how to operate it, and it's incredibly user-friendly. I can include additional information such as batch codes by making a simple change from my computer."



TIJ coding is often overlooked in favour of other coding technologies such as thermal transfer or continuous inkjet (CIJ). Rotech highlights the lower cost of TIJ, when compared with CIJ on the basis of cost per 1,000 codes. As a general rule, says the company, CIJ can cost over one and a half times as much.

At Pump Street Chocolate, the ijet TIJ coder is programmed to print a best-before date 14 months from production. "Because the machine automatically updates itself, we tend to use it as our point of reference when it comes to date coding," Sally says.



A Spin-off business

The chocolate business began as a spin-off from the Pump Street Bakery, which was founded in 2011. "The bakery very quickly gained recognition, but the products could only really be sold on the day, and only locally in Suffolk," Sally explains. "The founder, Chris Brennan, started working on small-batch, hand-tempered chocolate, and really built this up around five years ago. Chocolate has a shelf-life. More and more farmers have been sending us their beans, to the point where we have a global export business."

So far, the chocolate brand is stocked by around 200 UK retailers of all sizes. Higher-profile names include Fortnum & Mason, Liberty and Harrods in London.

When the chocolate room team had made it clear that some sort of automated coding system was needed,

Chris set about sourcing the right equipment for the job. Once he had visited Rotech at a trade show and seen the combination of RF Lite and ijet in action, it was not long before he acquired a system of his own.

The example of Pump Street demonstrates other benefits of TIJ over alternative print technologies. It is an on-demand system, there is no cost or wastage when the coder is not in use. And because the entire printhead and ink supply system is replaced with each new cartridge, there are none of the maintenance requirements or mess associated with CIJ.

Meanwhile, the quality and versatility of TIJ ink systems is great, providing high adhesion even on high-gloss surfaces and a wide range of shades all the way to high-contrast black.

"Every month we make batches of around 4,000 bars, and it was taking up hours of our time. Now, in 20 minutes or so, the Rotech machine prints what it would have taken us three days to write by hand."

SALLY JONES, CUSTOMER MANAGER

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.



Key stats

200

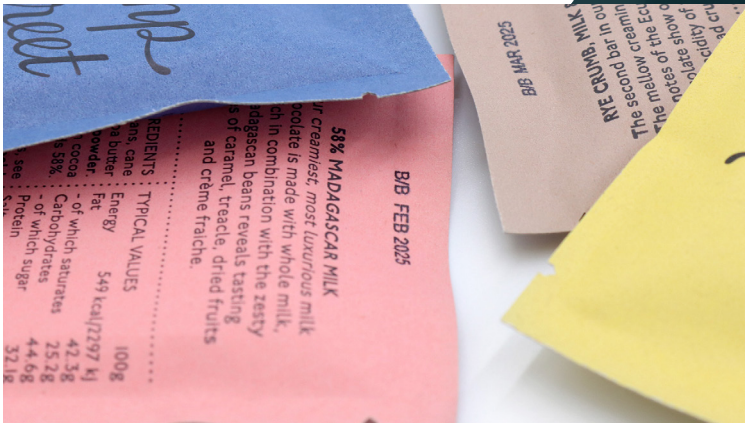
UK Retailers

4,000

Bars in 20 minutes

3+

Years working with Rotech



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Madagascan beans reveals tasting notes of caramel, treacle, dried fruits and crème fraiche.

INGREDIENTS	TYPICAL VALUES	100g
Cocoa beans, cane sugar, cocoa butter and milk powder. Minimum cocoa solids 58%.	Energy	549 kcal/2297 kJ
	Fat	42.3g
	- of which saturates	25.2g
	Carbohydrates	44.6g
	- of which sugar	32.1g
	Protein	9.2g
	Salt	0.0g

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?

T: +44 (0) 1707 393700

E: sales@rotechmachines.com



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