



Irwin's Bakery achieves accurate and consistent coding with Domino's TTO systems

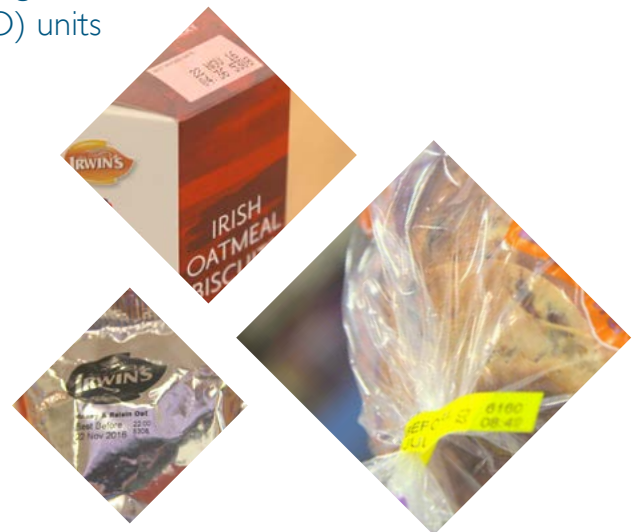
Irwin's Bakery is Northern Ireland's most well-known bakery, with over a hundred years of producing high quality breads, cakes and biscuits in Portadown, County Armagh. With older coding systems creating a bottleneck on a very busy production line, Irwin's made the decision to incorporate Domino's V-Series technology, installing over twenty V230i Thermal Transfer Overprinting (TTO) units across the plant.

Fast Facts

- ◆ The largest bakery plant in Northern Ireland
- ◆ Produces loaves, biscuits and other baked goods
- ◆ Has installed over twenty V230i TTO coding systems
- ◆ Multiple production line changes each day

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— David Holmes
Operational Director at Irwin's Bakery.



“ Ultimately, the reason for choosing Domino was the proven reliability of its offering, as well as its second-to-none technical support and an increased coding consistency from their latest generation of printers. ” – David Holmes, Operational Director at Irwin's Bakery.

Irwin's Bakery, now in its fourth generation, has been serving Northern Ireland a large variety of baked goods since 1912. The company is one of Domino's oldest customers and recently installed over twenty V230i Thermal Transfer Overprinting (TTO) systems for coding onto its assorted product packaging.

The coding information required includes best before dates, as well as a Julian code that enables swift identification and complete traceability of a single product batch. With production lines processing up to 60 items per minute, code consistency, legibility and accuracy are essential for Irwin's Bakery.

With such a large range of items and often very tight timeframes, a high level of flexibility is required when it comes to coding onto packaged products. The staff is capable of switching production several times a day, with baked goods of different shapes and sizes processed on a regular basis, and therefore different types of packaging.

“Due to increased productivity, it became apparent to us that the capabilities of our existing coding equipment would eventually struggle to cope with the growing quantities and varieties of packages,” explains David Holmes, Operational Director at Irwin's Bakery. “We decided to proactively begin a tendering process and ensure we were retaining exceptional printing standards, so there were a number of factors we had to take into account when deciding to upgrade. Reliability, versatility, value for money and engineering support were all key. Domino's technology ticked all of these boxes.”

Irwin's Bakery acquired twenty of Domino's V230i thermal transfer overprinting systems through Codico, the coding and marking company's Irish distributor. Domino and Codico have been operating together in the Irish region since 1988.

The V230i is able to print variable data, bar codes and images with 300dpi on flexible packaging films and labels for a wide variety of applications across the food industry, and is particularly suited to bakery. The **Intelligent Technology** integration allows operatives at Irwin's

Bakery to easily use the **QuickStep** interface to update codes and best before information.

Noel Cooney, Sales Director at Codico is keen to add “The V230i runs exclusively on electricity, which means we've taken compressed air out of the equation. An all-electric design removes the risk of air contamination, as well as lowering emissions for the customer and ultimately lowering their Total Cost of Ownership.”

The company has noted that since the installation it is already achieving the desired coding speeds, as well as the right print quality, and is therefore confident to have picked the right machinery that will help them meet the needs of future jobs.

David concludes: “Ultimately, the reason for choosing Domino was the proven reliability of its offering, as well as its second-to-none technical support and an increased coding consistency from their latest generation of printers. We look forward to working with Domino in the long-term future.”

