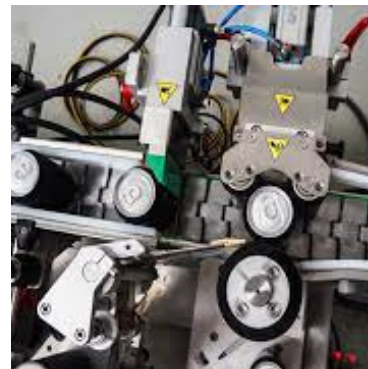


Brewing Up A Success Story with YellowBelly Beer

YellowBelly Beer opened its brewery doors in 2015 at their busy brewpub Simon Lambert & Sons in the heart of Wexford, Ireland. The brewery's name pays homage to the nickname 'YellowBelly' bestowed upon the Wexford townsfolk while also being full of irony, in that YellowBelly Beer never fears to be progressive and innovative with their beer styles and ingredients. In fact, YellowBelly have become one of the most recognised Irish brands by using unconventional marketing techniques such as Comics and Music Videos to promote their business. Since 2017, YellowBelly Beer have brewed over 200 different beers, and currently produce one new keg special per week, and a new limited edition can once per month under the careful watch of Head Brewer Declan Nixon. In 2017, YellowBelly have expanded into a new brewery, not far from their initial site, with lots more space to continue their quest to become one of the world's leading breweries. Now armed with Wild Goose canning system and our Intrex labelling solutions, expect to see their award-winning core range Citra Pale Ale, Lager, 'Castaway' Passionfruit Sour and more great products popping up in stores across Europe



"Codico & Intrex have delivered on a great fully automated labelling and coding solution that is going to enable us to grow our production for the foreseeable future", Nicky Lambert, Managing Director of YellowBelly Beer.

Bespoke Labelling Solution

The company tasked us to provide them with an automated packaging line to apply labels to both cans and bottles. Our partner Intrex supplied us with a turnkey solution that combined 3 conveyor units. The conveyor is 11 meters in total length when joined together. The heart of the solution is a labelling engine (SET1101) for wrap around labelling. It also features a diverter module on the conveyor for moving out the base of the cans/bottles for printing and a can/bottle holding station (aka Lazy Susan). The solution allows YellowBelly to label bottles and cans up to a maximum speed of 50 cans per minute. This fits into their business model perfectly allowing them to release new brew creations on a regular basis.

Coding Can Ends & Bottle Necks with The Domino A-Series iTech CIJ Printer

We specified the Domino A-Series i-Tech CIJ printer as a dual purpose (cans/bottles) date/batch coding printer. The A-Series printer is a service free and intuitive continuous ink jet print. Easy to use from the moment you press the start button, the A-Series iTech simply has the flexibility to meet your date, batch and other coding needs. With the ability to print up to 5 lines of text and is available in a number of colours; mainly white, yellow and black for the beverage industry. Moreover, our unique service free i-Tech ink system delivers ultra-low makeup usage, reducing costs and operator intervention. Changing the industry-leading i-Tech Module at the heart of this system is a task that anyone can do in under 10 minutes

Outercase Coding & Pallet Labelling with the Domino M230i Print and Apply Labelling System

Our customer also wanted to add branding, product information and traceability to their outer cases and pallets. We provided them with a M230i Corner Wrap Print and Apply labeller and a 220mm adhesive label to achieve this. The M230i provides automatic labelling to cartons, trays and pallets.



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