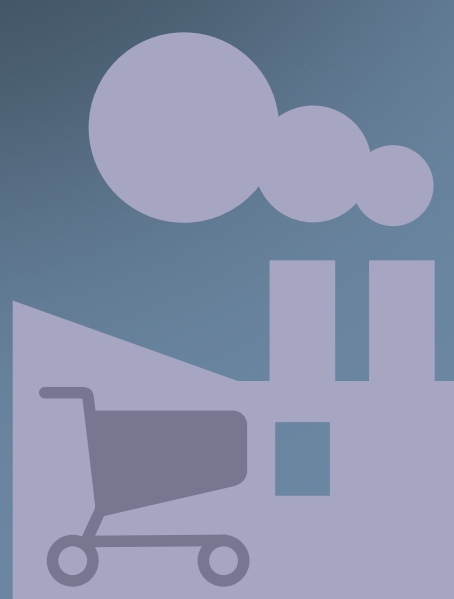


# HOW WILL A CHANGING DAIRY INDUSTRY IMPACT PRODUCT CODING?

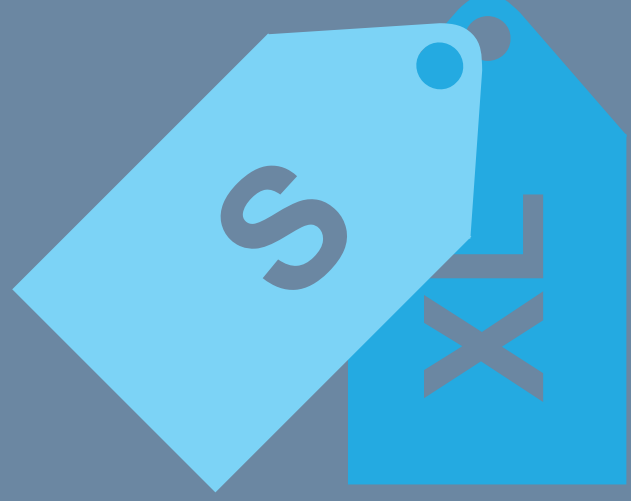
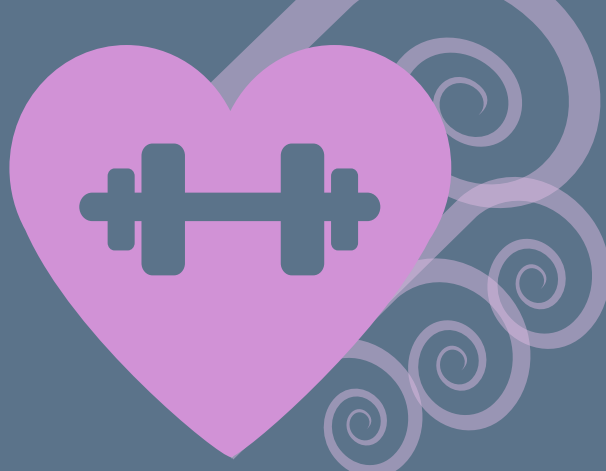


The average cost of a food product recall is **£8.5m**



Expected global growth in demand for dairy by **2.5%** pa by 2020

**More health and nutrition conscious consumer**



**Smaller portion sizes** and on the go convenience size packs - a 21g cheese stick is a health snack containing just 70 calories

**Increase in packaging formats**  
- eg resealable bags of cheese; yoghurt in pouches and PET bottles



**High number of SKUs - frequent batch code changes increases risk of coding errors**

Is your coding equipment ready for the challenge?

Find out more.

Read our White Paper 'Choosing the best dairy batch printing solution'

**LINX**