



Case Study

Quality Foods

Industry:
Food

Substrate:
Cardboard outer packaging

Printer:
IJ355 Case coder



Overview

Leading Scottish bacon supplier Quality Foods of Aberdeen required a reliable and cost-effective way to apply clear product information to outer cases. After trialling the Linx IJ355 high-definition case coder against other machines, the company selected a solution that combined dependable performance, easy operation and a competitive price per print.



The Challenge

Packs of bacon are placed by hand into brown cardboard boxes before travelling by conveyor past the coder.

Quality Foods needed a robust machine capable of applying large, legible messages consistently in this working environment, without creating unnecessary downtime or consumable waste.



The Linx Solution

Quality Foods trialed the IJ355 and selected it after the machine proved more reliable and better performing than the alternatives tested. Installed alongside the conveyor, the printer applies product information directly to one side of each outer case at 2.8 boxes per minute. The IJ355 provides a cost-effective alternative to labelling or pre-printing packaging. Its simple user interface supports clear code selection, while its robust design suits an environment where boxes pass close to the printhead.

“Clear printing ease of use and price per print were key factors for us and the Linx IJ355 delivers on all counts”

Allan Park – Quality Foods

Results

- Reliable performance on a line coding 2.8 boxes per minute.
- Clear, high-definition printing directly onto brown cardboard cases.
- Simple operation and straightforward, error-free code selection.
- A lower-cost coding approach compared with case labelling.

Conclusion

Linx Printing Technologies provided Quality Foods with a robust, easy-to-use case coding solution tailored to the demands of its bacon packing operation. The Linx IJ355 combines dependable performance, clear direct-to-case printing and low-waste ink management, helping the Aberdeen supplier control operating costs while coding 436,800 cartons each year.

Get in touch with your local Linx expert to explore a solution tailored to your business.

L I N X Thinking Along Your Lines.

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