

CLARICOM PCMS gives BERNARD MATTHEWS Coding control and label Security



Renowned meat products manufacturer Bernard Matthews has commissioned a Packaging Coding Management System (PCMS) from Claricom. The installation spans across 2 factories with software control of 18 packing lines that allows the company to benefit from increased accuracy of its labelling operation.



Bernard Matthews packages its market-leading meat slices brand at its production facility in Great Whitchingham, Norfolk. The Bernard Matthews brand is a house-hold name and the company prides itself on creating healthy, high quality products, maintaining the highest standards and meeting all regulations and standards from official bodies.

Coding and labelling accuracy is paramount and the Bernard Matthews approach is to get it right first time. The Claricom system eliminates human error and enables this right first time approach to quality, freshness and traceability.



“We required a validation solution efficient enough to confirm the placement of base label barcodes and use by dates on a high speed production line,” explains a spokesperson for Bernard Matthews. *“The Claricom PCMS is designed to check every single label as it goes down the production line and will reject packs that are missing their label.”*

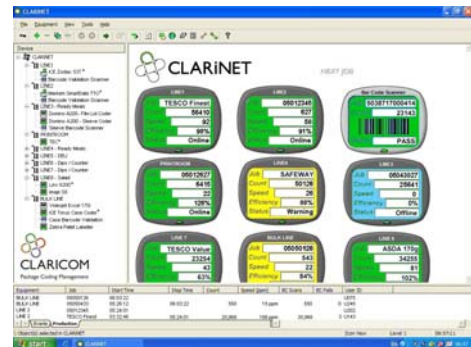
The installation comprises two complementary Claricom products – CLARiSOFT design software and the CLARiNET network. The Claricom system provides 100% label validation as part of an integrated Package Coding Management System that will also ensure the accuracy of Use By date and traceability coded information.

CLARiSOFT provides authoring templates of primary and outer case labels, allowing Bernard Matthews to define the ‘look and feel’ of its output. All data is inputted and managed centrally using CLARiSOFT, before it is transmitted to the line via CLARiNET.

At the beginning of a production run, the operator scans a barcode and the Claricom PCMS delivers automatic, secure set-up of primary coders, base label validation scanner and outer case print apply labeller.

CLARiNET also enables real time display of packaging line performance and saves log files of each production run to give Bernard Matthews a comprehensive array of audit data. This data has been tightly integrated to Bernard Matthews Wonderware In-Touch factory wide control system so that comprehensive reporting of Packing Line KPIs, Alarms and Events is delivered to the desktop computers and colour displays on the packing lines.

A key benefit for Bernard Matthews is that Claricom’s unique coder-independent open platform technology is compatible with the multiple makes of coder used at the Great Whitchingham site, including ICE Zodiac and Mectec Print and Apply Labellers from Industrial Labelling Systems. This gives Bernard Matthews an integrated, line-wide PCMS and allows them the freedom to select the most appropriate coding equipment now and in the future. *“The Claricom system provides an integrated solution to our coding and labelling requirements,”* comments Bernard Matthews’ spokesperson. *“It guarantees the accuracy of on-pack coding, it delivers rapid set-up of on-line equipment and it ensures that there are no missing base labels on products.”*



“The potential benefit to the efficiency of our packaging operation far outweighs the cost of installation. This project was justified on the elimination of unlabelled packs and the removal of manual processes and procedures that Bernard Matthews had in place. However, the system still has much more to offer and we are currently in discussion with Claricom about extending the system.” concludes the spokesperson for Bernard Matthews.

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