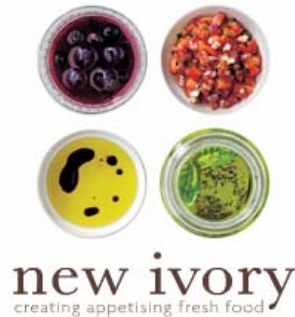


## Secure Package Coding Management for New Ivory Sauces



New Ivory, part of the Matthews Food Group, has seen rapid expansion since the takeover in 2002 of Ivory Sauces.



The West Yorkshire-based company produces dips, dressings and sauces for leading retailer Marks and Spencer and as meal components for companies such as Bakkavor and Northern Foods.

New Ivory has therefore implemented a Claricom Package Coding Management System to ensure that packaging, date and lot coding information is correct.

As Managing Director Geoff Allison said ***"Life is very demanding in chilled food manufacturing and our success is the result of some clear thinking, hard work and the continuing support of our customers. In a nutshell we are refreshing the look and feel of the business."***

The Claricom system eliminates human error and therefore eliminates risk. The continual drive for new product development and consumer choice means more and more variety and therefore greater risk to production.

***"Where there were three salad dressings for salads, now there are ten,"*** continues Mr Allison, ***"We aim to serve the market with great tasting products by keeping them simple and fresh and using high quality ingredients rather than additives"***.

However, like many other companies in the sector, New Ivory has had to adapt to making more frequent batches of different fresh products, which requires more flexibility; a challenge that New Ivory welcome. Without a Package Coding Management System (PCMS) human error is inevitable, with a wrong date code or wrong pack and a potential FSA Food Alert or withdrawal.

The Claricom system removes this risk. The specification for each product is maintained centrally in the Claricom master product database.

CLARISOFT software from Claricom is used to specify the 'look and feel' of the information for each pack format. This information is then used to control the on-pack coding on a daily basis, removing operator intervention.

The operator uses a Claricom SCANPOINT hand-held scanner to set up the production line, removing any manual input; to confirm the production line, the product specification and to confirm that they have the correct packaging.

The online Linx inkjet coding equipment is connected to a Claricom CLARINET network and is set up completely automatically and unattended fully automatic barcode validation scanners automatically check the barcode on every single pack to ensure the correct packaging.

***"When we recently won new business to provide retail pack sauces to Marks and Spencer we considered it essential to invest in a system to ensure accuracy and quality. We therefore specified a system from Claricom, the recognised market leaders"*** explains Craig Hindmarsh, Operations Manager at New Ivory.

The Claricom system is in use with a wide range of companies within the chilled sector including



Bakkavor, Geest, Greencore and Northern Foods and has proven to eliminate product withdrawals.

***"The system also removes the 'near misses', the re-working of product due to packaging and date coding errors which means that the system pays for itself within months as well as providing peace of mind"*** continues Mr Hindmarsh of New Ivory.

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