



USER REPORT – PRINT & APPLY LABELERS FROM DIA- GRAPH HELP FELDSAATEN FREUDENBERGER TO SAVE TIME



Krefeld, December 10, 2020

Print & apply labelers from Diagraph help to meet the growing demand for seed



simple



competent



reliable

USER REPORT – FELDSAATEN FREUDENBERGER

Especially during the coronavirus pandemic, the demand for seed has increased significantly as people spend more time in the garden. Seed producer Feldsaaten Freudenberger packs tons of seed mixtures every day at its Krefeld facility, including for DIY shops, garden centers and discounters.

The company uses just-in-time labeling for their products

All seed packaging must be provided with a label indicating the exact composition of its contents. Until recently, all labels were pre-printed with desktop printers and then applied to the cartons using labeling systems. This was time-consuming and very inconvenient. For a few months now, the company has been using print & apply labelers from Diagraph. They make it possible to print and apply labels in one single step – just in the right quantity.

Connection to the ERP system prevents errors

The labeling systems are controlled centrally and there is no data input on the system. The print data for labeling is taken directly from the ERP system, which stores hundreds of formulas. Since the composition of the seed mixtures also changes with each batch, this avoids errors when creating labels.

The use of the print & apply labelers results in considerable time savings

Dieter Dörken, Head of the Small Packaging Department at Feldsaaten Freudenberger, is very pleased with the new print & apply labelers: "Previously, all labels were printed on desktop printers in a separate printer room. If not enough labels were pre-printed, the entire packaging line had to be shut down until the labels were printed and inserted in the labeling system. This is no longer the case with the new devices from Diagraph, which saves us a lot of time."

Print & apply labelers from Dia-

graph are all-electric and operate without compressed air

There is another advantage: they are highly flexible. As they do not require a compressed air connection, they can be installed very quickly and moved between production lines. All that is needed is a power connection.

Suitable for dusty environments

The environmental conditions on the packaging line are particularly challenging, as the air is very dusty and the temperatures fluctuate greatly with the seasons. The print & apply labelers perform reliably under these conditions without any loss of quality.

Thermal transfer printers from Diagraph are also in use

The print & apply labelers are not the only Diagraph printing systems used by Feldsaaten Freudenberger. The seed bags are labeled on four packaging machines using Allen thermal transfer printers. The print data comes from the same database as for the labelers.

An additional packaging line is already planned

With the successful integration of the labeling systems, the new packaging line, which will be installed shortly, will also be equipped with a print & apply labeler from Diagraph. "This is hands down the best device for us, we are very pleased with the print & apply labelers from Diagraph," comments Dieter Dörken.

Watch a video about this here:

