PrintSafe
CODING SYSTEMS

Offline Coding
Red House Foods

Fast growing specialist food producer eases the pressure with offline carton feeder and date coder

> **"Without it we would have struggled to date code quickly enough to fulfil the new and increased orders we were getting."**
>
> Gary Stiles, Red House Foods

Red House Foods' founder Gary Stiles had a good problem. Increased supermarket orders for his Georgia's Choice gluten-free product range were putting pressure on his production and packing teams. As a new but fast growing business Red House needed to find more speed and efficiency.

On the lookout for an alternative to date-stamping by hand, Red House selected an offline coding system from PrintSafe that could feed and date code sleeves and cartons at speeds of up to 250 per minute. Because of the Gluten Free nature of the products produced, Red House Foods has lots of products on lots of different lines. Printing offline rather than the conventional online route makes things much easier; having one machine for all types of packaging and codes saves significant time and money for this growing business.

Gary Stiles calls the feeder his 'favourite toy' and is clear on the benefits to his business. He says, "Without it we would have struggled to date code quickly enough to fulfil the new and increased orders we were getting. In a perfect world, we would be coding online but, for now, with so many product lines and packaging variables this gives us a huge amount of flexibility and the extra speed we need at a much lower capital cost."
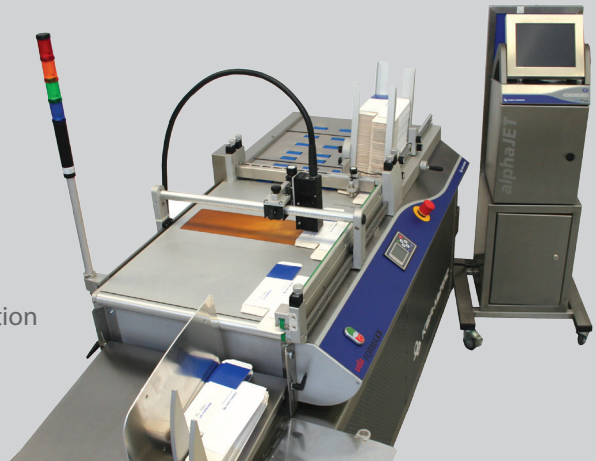
High speed coding at speeds of up to 300 per minute

The udaFORMAXX is a compact, free-standing unit that integrates with ink jet, thermal ink jet, hot foil or thermal transfer coding systems for high-speed printing of variable data on sleeves, cartons, watch strap bands and bags.

- Code up to 300 items per minute
- Easy to adjust for a wide range of packaging types and sizes
- Apply date codes and promotional labels in the same operation
- Perfect for rework or late customisation
- Low maintenance, simple operation

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