

▲ Printing on flexible film prior to filling



# Noberasco

## At the heart of innovation

At the leading-edge in products and processes, Noberasco has chosen Markem-Imaje as its printing partner. SmartDate X60 printers are operating on the lines of the brand new site of Carcare, ensuring quality and reliability. Strong points include the benefits of SMILE long-term leasing and Markem-Imaje's solution-provider approach.



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Carcare (SV) / **ITALY**

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Founded in 1908

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**140** employees

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Annual capacity of **27,000 tonnes** of dried and soft dehydrated, organic and preservative-free fruits (2006)

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**Benchmark partner** in the Large Organized Distribution sector in Italy and worldwide

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**BRC** and **IFS** food safety standards



Redefine the possible™



## Noberasco:

Quality print serving the consumer's needs



”By Markem-Imaje’s SMILE long-term leasing, we have converted a variable cost into a fixed one. Another great advantage is that every 5 years, we know we will have access to the latest generation equipment.”

◀  **Davide Cammi**, Production Site Manager (Noberasco SpA)

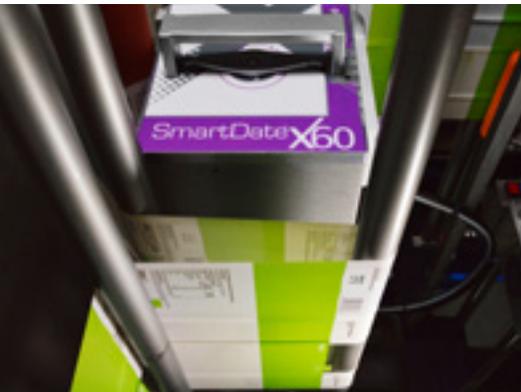


Each year, in Carcare in the province of Savone (Italy), Noberasco produces over 15,000 tonnes of soft fruit and 12,000 tonnes of dried fruit. Managed by the Noberasco family since 1908, the company is the very icon of the successful “made in Italy” mark in the food sector with nine completely automated production lines, sales that have doubled over the last five years and that now top the €130 M mark. Noberasco is well recognized

in Italy’s organic market and exports up to 10% of production. “We were the first to use refrigerated air transport for dates and implement an innovative process to propose preservative-free organic products, with no added fat,” says Davide Cammi, Director of Noberasco’s production site in Carcare. “We’re also at the cutting-edge where the latest trends of Industry 4.0 are concerned. When we designed this new site, we set up an

interconnection process between equipment and automated systems. The idea was to collect all data off the lines and feed it to the equipment for programming and operating.” In a sector where consumers are increasingly demanding, Noberasco sets the standard for excellence when tracing its products. Print quality and reproductibility of data are vital.





## Markem-Imaje: a real “solution-provider”

From the outset in 2007, Noverasco acquired several SmartDate thermal transfer coders from Markem-Imaje. The relationship between the two companies was further strengthened in 2016 through the SMILE long-term leasing solution. “We valued this solution as the cornerstone that would help develop our partnership,” underlines Davide Cammi. “We have converted a variable cost into a fixed one. We are assured that, every 5 years, we can opt for the most advanced coders. SMILE helps us simulate in advance the quantity of consumables that will be used each year, integrating their cost into the fixed fees. Our contract also includes an exchange program which ensures that, in the event of breakage, we can receive a new part within 24 hours and replace it on our own as to start again quickly.”

Noverasco’s trust was also gained through the expertise and experience in the technical field demonstrated

◀ **The high quality codes guarantee the products’ security and attractiveness.**

by Markem-Imaje teams. “With our preservative-free soft products, our core business, a critical aspect needed to be considered during the coding phase,” continues Davide Cammi. “The very high temperatures and throughput rate made code adherence on the flexible film difficult. There was a risk characters were not legible and print was not impeccable. After an intense series of tests, we achieved a perfect balance which enabled us to carry out production in line with our quality standards.” Another strong point was integrating the CoLOS software: “Today we can transmit print data directly from our Quality office to line coders. We eliminate any possible default in transcription or codification, arising from human errors. Our next stage is to fit each line with a camera to evaluate print quality, as well as coherence of printed data compared with the data base,” concludes Davide Cammi.

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By signing a SMILE contract, Noverasco benefits from a large array of services. SMILE allows Noverasco to optimize line performance and master their long-term costs. In essence, the SMILE contract offers a fixed leasing cost, fixed regular maintenance interventions, scheduled consumable deliveries, a spare part replacement procedure, etc.

For more case studies:  
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