

Best equipment for 'best before' dates

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Retailers use 'best before' dates on food products as an indication of quality, showing that although the food is no longer at its best, it is still good to eat. 'Use by' dates show consumers when perishable foods, such as meats and dairy products, are no longer safe to eat.





In an effort to curb food waste, UK retailer, Tesco's, has removed 'best before' dates from most of its own-brand fresh fruit and vegetable packaging, leaving shoppers to decide for themselves if the food is fresh enough to consume. However, while this is a ground-breaking move by Tesco's, the vast majority of products still carry 'best before' and 'use by' dates, and FMCG brand owners continue to look for more efficient and effective ways to improve the date codes and batch numbers on their products. With Pyrotec PackMark's wide array of coding solutions, brand owners and manufacturers can rest assured that the demand for high-speed printing and robust promotional codes can be met.

According to Brandon Pearce, Pyrotec PackMark's general manager, Pyrotec PackMark provides coding and marking equipment for many industries. 'As the sole South African distributor of Markem-Imaje's world-class equipment, we provide complete coding solutions to customers that offer an excellent return on investment,' he comments.



Pyrotec PackMark has built its market knowledge and consultative approach by implementing well-targeted coding and labelling solutions. 'With our Markem-Imaje range, we can adapt our offering to customers' specific needs. We also provide insights, technologies and support to assist customers with their end-of-line packaging operations and to overcome increasing competitive pressure, more complex operations, and demanding retailer and regulatory mandates.

Markem-Imaje's 9000 Series of small character inkjet coders are full-feature printers that are designed for demanding manufacturing environments, general purpose, and very specific applications, such as high-contrast and high-performance marking. Markets for these coders include food, beverage, cosmetics, toiletries, electrical equipment, electronics, cables, tubes and profiles.

The consumables for the 9000 Series are designed to print on all types of substrates (plastics, glass, metal, cardboard and directly onto food) from standard to specific applications, including food grade, sterilisation, UV cure and egg coding to name a few. They are also available in a wide variety of colours, and a choice of alcohol-based, water-based, ketone-free and MEK-free inks.

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