



# Case Study

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## Bespoke full and half pan digital print and apply labelling system for a leading manufacturer in the baking industry.

### Summary:

We designed and installed a system for one of Ireland's leading bakeries to automatically print a label which contains best before date, manufacture date and a QR code.

These labels were then applied to full and half pan loaves with varying heights. Finally, the label is scanned to verify label presence, correct data and also count labelled product on every line.

The installation took place across 6 production lines, with each line running different product and thus, a different label format. Each of the individual print and apply systems has a network card so the label management of these different lines is controlled from one central networked PC using Nicelabel.

### The Challenge:

The main challenge was to replace existing custom-built equipment which had become obsolete with no service or support, in a confined space and challenging environment (bread dust), while labelling products of varying heights.

There was also a second major issue with the existing system which was the high rate of missing labels on the end product. There were a number of contributing factors to this – poor quality adhesive which meant labels were falling off after being applied and poor application rate with the existing hardware. This made it difficult for the manufacturer to keep track of products produced and sold.

### AIS Solution:

- **Cab Squix Printer** with hanging beak label application module (specifically designed for this application).
- **Datalogic Matrix scanner** with **AIS VB-6 control module**. (Used for scanning barcode, label presence check and product counting).
- **Label Management Software** which allows control of multiple print and apply lines from one central point.  
(See application images overleaf).



## The Results:

Many lessons were learned on this unique application and the contribution of the customer, with their many years of experience, was vital to the success of this project. The application rate improved to 99.7%, a jump of almost 30% which meant the manufacturer could accurately record bread delivered and sold.

One of the advantages of the new system is that the labels are printed digitally and in real-time as opposed to price gun type labelling. This gives the bakery the ability to change label design on demand, for example, print a QR code for the consumer to scan to help bring traffic to their digital platforms while improving brand recognition and customer loyalty. This ability to design and print custom labels in-house provides endless production and marketing opportunities to the business.

## About AIS

We supply complete solutions for Automatic Labelling, Machine Vision, Barcode Scanning, Barcode Verification, Label Printing and Ink-jet Coding to a number of industries including life sciences, food and beverage, manufacturing and logistics, throughout Ireland and abroad. Established in 1998, we are a 100% Irish owned company with divisions in Spain and the Netherlands. For more information see [www.aisltd.ie](http://www.aisltd.ie).