



Client Success Story  
Snacks Industry



## Background:

Kraft Foods is a global food-maker with over 70 major brands. 99% of North Americans are Kraft Food consumers. A key to Kraft Food's business success is the company's relentless focus on improving efficiency and reliability of its production processes.

## Current Issue:

Kraft Foods was considering a faster 8-cup filling system to fill and close packages in its food plants. This system was capable of 55 traverse cycles per minute and required an inkjet solution to print high quality codes while keeping pace with the new filling system and clean printheads. A competitor's printer had failed this test, experiencing multiple faults within a 30-minute period.

## Hitachi Solution:

Hitachi, using its with deep experience fitting printers into food manufacturing production lines, worked together with Kraft to develop a viable solution.

The Hitachi inkjet printers provided several benefits. The monthly parts expense was reduced by as much as 90 percent. In addition, average monthly fluid costs were reduced by 60 percent. As production was run, Kraft Foods achieved higher traverse speeds, fill reliability and optimal print quality that the company required.



## Client Results

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The Hitachi continuous inkjet printers ran through tests without any issues or faults. The printhead remained clean and the print quality was outstanding. Impressed with the results, Kraft Foods used Hitachi inkjet printers as the coding standard for Kraft Foods.

## Client Quote:

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We needed Hitachi inkjet printers to perform faultlessly to give Kraft Foods the certainty to adopt it as the standard for the traverse-and-fill process. Hitachi came through brilliantly.

Kraft Corporate Engineer



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