

Linx CIJ Success Story

Linx 4900 serves Mash Direct with heaps of savings

KEY FACTS

Location

Comber, Co. Down, Ireland

Industry

Food – vegetable products

Product printed on

Cardboard sleeve and plastic film

Which ink jet coder is being used?

Linx 4900

Message content

Two lines of text with best before dates and batch numbers

Linx Distributor

BHC Coding Systems

Key Product Benefits

Linx 4900 Printer

- Tough, curvaceous stainless steel cover with no dirt traps – perfect for washdown environments
- Clear, easy to use user interface
- Reliable and trouble-free startups



Mash Direct was established in 2004 and now leads the market producing an innovative range of delicious quick-serve mashed potato, vegetable and cabbage products. The products are distributed throughout the UK, Ireland and beyond and the products are available in most major supermarkets.

Mash Direct's products are packed into a wide range of packaging such as pots, trays etc. Each tray or pot is then covered with a partial sleeve to allow the product to be seen. The pack film is then coded with 2 lines of text (batch number and best before date). On a few packs the sleeve itself is coded. The products are then dispatched to market.

As a start up company in 2004, Mash Direct suffered from coding problems: poor back up service, poor reliability with coders failing to start in the morning, and high running costs. Mash Direct consulted BHC Coding systems in June 2007 with a view to resolving these issues.

BHC Coding Systems installed a Linx 4900 coder on trial. Mash Direct were very impressed with its ease of use, reliability and low consumable costs which were monitored during the trial period. Upon completion of the trial, Mash Direct purchased their first Linx printer.

As of June 2012, Mash Direct are now running 6 Linx 4900s 16 hours a day 5 days a week and 52 weeks of the year. Stanley Hill, Production Manager, and his team have noticed a significant reduction in downtime due to the Linx 4900's reliability. A significant reduction in running costs due to the low ink and solvent consumption of the Linx 4900 has also been achieved.

"Linx machines are extremely easy to use, and we are particularly impressed with the excellent customer service and sales support provided by BHC Coding Systems" says Stanley Hill.