

## Industrial standard barcodes on Tray Packaging

**Application Focus:** Replace manual entry low-resolution coders such as valve printers and roller coders with the sophisticated and easy to use Marksman Pro controller with the capability of printing industry standard barcode directly to the case.

**Target SICs:**

Canned Specialties	2032
Canned Fruit/Jams/Jellies	2033
Dog and Cat Food	2047
Canned and Cured Seafood	2091

**Target Customers:**

Canning Manufacturers using tray packs

**Key Benefits**

- Produce Industrial standard, verifiable barcodes directly on tray packs.
- Retain low per box coding costs with a higher quality and more legible code.
- Quickly and easily change print formats utilizing the Scan and Shoot Process.

**Application Brief:** In the past, canning facilities were simply required to place product information as well as variable date and time information. End-users of these products such as distribution centers are now requiring the addition of a shipping barcode to be placed on the cartons to correctly sort in an automated receiving system. To accomplish this, pairing a Marksman Pro controller with a ProSeries 192 printhead, the customer is able to code required human readable information along with an industry standard barcode that is 99.9% decodable. No modification to the production line machinery is necessary as the ProSeries 192 printhead can be fitted with a special nosepiece and modular ink system to fit into the tight quarters that are required on tray packing machinery.

**Equipment List:**

**Before**

MANUAL LOW  
RESOLUTION  
CODER

**After**

FoxJet Marksman Pro Case Coding System featuring the ProSeries 192 printhead





---

---

### Application Analysis

**Customer:** Large nationwide vegetable canning facility.

**Customer Goals:**

1. Add industrial standard barcode to existing print format
2. Simplify batch changeover process
3. Maintain low box coding costs

**Customer's Current Carton Coding Process:** The current coding equipment that the bottler uses is a low-resolution valve inkjet system. As the system is limited in its variable coding capabilities, the operators must manually key in much of the data that is printed on the tray pack. This human interface with the controller is time consuming and in some instances results in keystroke and other errors. In addition, evolving standards in the industry require the application of barcodes on each case shipped. Valve printers do not have the capability of printing these barcodes.

**Example of Customer's Current Label Layouts (does not include barcode now required):**



*Note: 675842 is the Product Number  
DEC 01 2005 is the date of canning*

**Proposed System:** Utilizing the Marksman Pro controller and the ProSeries 192 printhead, the customer will print both the human readable information as well as the industry standard barcode in a single pass without the modification of any existing machinery. The advanced task creation software will allow the user to input all formats before the production run to simplify batch changeover time. In order to “call-up” these formats for printing, the line operator will use a PSC hand scanner and simply scan a barcode on the individual vegetable can. The Marksman Pro will receive and start the corresponding task for printing on the Marksman Pro controller. The ProSeries 192 printhead with the modular kit option will enable the customer to add the printhead to their existing tight-quarters production line without any modification to their canning machinery.



### Installation Details

**Installation Brief:** After removing the existing valve coders, the customer installed ten full systems as documented below. Each line took approximately 6-8 hours to install and train line workers to operate and maintain. In addition, the production line supervisor, who is responsible for all message design, spent a few hours with the distributor technician learning how to create, edit and otherwise manage the message database.

#### **Equipment Layout:**

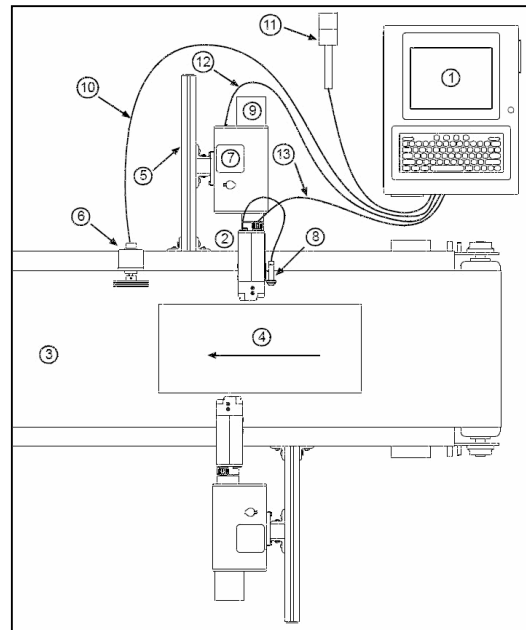
See Figure on Right (Note Modular Units not shown)

- |                                |        |
|--------------------------------|--------|
| 1. Marksman Pro Controller     |        |
| 2. ProSeries 192 Printhead     | Qty. 2 |
| 3. Canning System*             |        |
| 4. Can Tray Pack*              |        |
| 5. Bracketry System            | Qty. 2 |
| 6. Encoder                     |        |
| 7. Ink Bottle                  | Qty. 2 |
| 8. Photosensor                 |        |
| 9. APS Waste Collection Bottle | Qty. 2 |
| 10. Encoder Cable              |        |
| 11. Strobe Beacon              |        |
| 12. APS Data Cable             | Qty. 2 |
| 13. Printhead Data Cable       | Qty. 2 |

#### *Not Shown*

- |                           |        |
|---------------------------|--------|
| 1. Modular Printhead Kit  | Qty. 2 |
| 2. PSC PowerScan Scanner  |        |
| 3. Controller Power Cable |        |

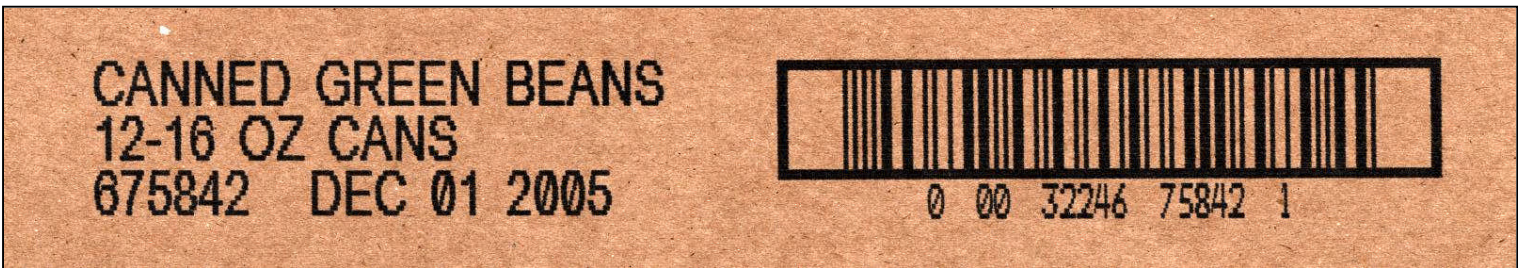
\*Customer Supplied Equipment



**Total System Cost:** \$20,000 including one day installation and training labor.  
(Per Line)

#### **Goal Analysis:**

1. After the Marksman system was installed, the customer instigated a barcode verification sampling process. Over a period of three months, barcode decodability proved to be at levels higher than 99% satisfying the requirements of the customer.
2. Batch changeover time was dramatically reduced involving almost no line operator attention to setup the next code for printing. The line operator need only scan the individual vegetable can's UPC code to start the corresponding tray pack code for printing.
3. Although the high resolution coding solution turned out to be slightly higher than the valve counterparts averaging around \$.006 per box. During the quoting phase, the customer found that competing technologies such as labels could average as high as \$.05 per box.



Reformatted code produced with the ProSeries 192 printhead



## Standard Industrial Classification Code

### 2032: Canned Specialties

#### SIC Code Description:

Establishments primarily engaged in canning specialty products, such as baby foods, nationality specialty foods, and soups, except seafood. Establishments primarily engaged in canning seafoods are classified in Industry 2091.

#### Product Examples:

Baby foods (including meats), canned	Mexican foods, canned
Bean sprouts, canned	Mincemeat, canned
Beans, baked: with or without meat-canned	Nationality specialty foods, canned
Broth, except seafood: canned	Native foods, canned
Chicken broth and soup, canned	Pasta, canned
Chili con carne, canned	Puddings, except meat: canned
Chinese foods, canned	Ravioli, canned
Chop suey, canned	Soups, except seafood: canned
Chow mein, canned	Spaghetti, canned
Enchiladas, canned	Spanish foods, canned
Food specialties, canned	Tamales, canned
Italian foods, canned	Tortillas, canned
Macaroni, canned	

### 2033: Canned Fruits, Vegetables, Preserves, Jams, and Jellies

#### SIC Code Description:

Establishments primarily engaged in canning fruits, vegetables, and fruit and vegetable juices; and in manufacturing catsup and similar tomato sauces, or natural and imitation preserves, jams, and jellies. Establishments primarily engaged in canning seafoods are classified in Industry 2091; and those manufacturing canned specialties, such as baby foods and soups, except seafood, are classified in Industry 2032.

#### Product Examples:

Artichokes in olive oil, canned	Mushrooms, canned
Barbecue sauce	Nectars, fruit
Catsup	Olives, including stuffed: canned
Cherries, maraschino	Pastes, fruit and vegetable
Chili sauce, tomato	Preserves, including imitation
Fruit butters	Purees, fruit and vegetable
Fruit pie mixes	Sauces, tomato-based
Fruits, canned	Sauerkraut, canned
Hominy, canned	Seasonings (prepared sauces), tomato
Jams, including imitation	Spaghetti sauce
Jellies, edible: including imitation	Tomato juice and cocktails, canned
Juice, fruit: concentrated-hot pack	Tomato paste
Juices, fresh: fruit or vegetable	Tomato sauce
Juices, fruit and vegetable: canned or fresh	Vegetable pie mixes
Ketchup	Vegetables, canned
Marmalade	



## Standard Industrial Classification Code (Cont.)

### *2047: Dog and Cat Food*

SIC Code Description:

Establishments primarily engaged in manufacturing dog and cat food from cereal, meat, and other ingredients. These preparations may be canned, frozen, or dry. Establishments primarily engaged in manufacturing feed for animals other than dogs and cats are classified in Industry 2048.

Product Examples:

Cat Food  
Dog Food

### *2091: Canned and Cured Fish and Seafoods*

SIC Code Description:

Establishments primarily engaged in cooking and canning fish, shrimp, oysters, clams, crabs, and other seafoods, including soups; and those engaged in smoking, salting, drying, or otherwise curing fish and other seafoods for the trade. Establishments primarily engaged in shucking and packing fresh oysters in nonsealed containers, or in freezing or preparing fresh fish, are classified in Industry 2092.

Product Examples:

Canned fish, crustacea, and mollusks	Herring: smoked, salted, dried, and pickled
Caviar, canned	Mackerel: smoked, salted, dried, and pickled
Chowders, fish and seafood: canned	Oysters, canned and cured
Clam bouillon, broth, chowder, juice: bottled or canned	Salmon: smoked, salted, dried, canned, and pickled
Codfish: smoked, salted, dried, and pickled	Sardines, canned
Crab meat, canned and cured	Shellfish, canned and cured
Finnan haddie (smoked haddock)	Shrimp, canned and cured
Fish and seafood cakes: canned	Soups, fish and seafood: canned
Fish egg bait, canned	Stews, fish and seafood: canned
Fish, canned and cured	Tuna fish, canned
Fish: cured, dried, pickled, salted, and smoked	