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## **Aigremont revolutionises packaging production line with new variable data inkjet solution**

Aigremont, a Belgian manufacturer of margarine and cooking oils, is now able to print variable data directly onto its packaging materials, having invested in an HSAJet coding and marking inkjet system. The new variable data solution, developed by Danish OEM, HS Automatic, incorporating Xaar XJ128 printheads, has enabled Aigremont to revolutionise its packaging production process and achieve quality personalised printing in order to respond to customer demands.

Aigremont produces both standard and personalised products for a wide range of food retail outlets, including commercial bakers, supermarkets and restaurants throughout the world. Prior to installing the HS Automatic/Xaar inkjet solution, Aigremont's packaging process involved sticking pre-printed labels onto cartons by hand to personalise products, which was labour intensive and time-consuming. Its customers were also starting to demand a more precise form of coding and marking and were keen to see clearly printed ingredients on the packaging. Therefore, to maintain customer satisfaction and reduce costs, it was vital Aigremont invested in a solution that would enable it to print variable data on its packaging and in doing so, vastly improve the print quality.

Nicolas Henrard, head of production at Aigremont explains, "Many of the products we produce are personalised for each customer. Having replaced pre-printed labels for an HSAjet printer, we are now able to print variable information such as sell-by dates, traceability codes, ingredients and client logos directly on the product cartons. The print quality produced by the HS Automatic/Xaar inkjet solution is ideal for achieving precise printed detail, which has not only satisfied our customers, but also improved the packaged quality of our products."

It was through Elink, a local distributor of inkjet printing solutions, that Aigremont purchased its HSAJet. "We already had a good relationship with Elink and wanted to use a local supplier for ease of maintenance," says Mr Henrard. "The system we have purchased has been easily integrated into our existing packaging production line and prints high quality variable text and graphics in colour, directly on the packaging in any quantity required."

"In addition, our new packaging process is highly automated which has resulted in less manual labour and lower operational costs. And because the inkjet technology extremely reliable, the HSAJet requires little maintenance, which means we benefit from less downtime and instead, have increased productivity."

He concludes, "As a small company, our investment in the combined HS Automatic and Xaar inkjet solution has made a significant impact on our business. There has been a considerable reduction in costs, as well improved packaging quality and faster job turnaround times. We have increased the efficiency of our production line by incorporating an automated packaging process and this has resulted in our ability to meet customer demands more effectively and ensure our entire production, packaging and distribution processes are run more productively. We are very happy with our technology investment and see inkjet as a unique offering which has changed the way we run our business."

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## **About Xaar**

Xaar plc is a market-leading inkjet technology company. It targets the world's office, commercial and industrial printing markets. The office printing market is approached through Xaar's licensees; the industrial printing market is targeted by XaarJet, the manufacturing arm of Xaar; and a combination of partners and key players work with Xaar to serve the commercial printing market. Vivid Print Innovations, the applications division of Xaar, provides Xaar's in-house specialist integration service.

## **About Aigremont**

Aigremont produces an extensive range of products including margarines and frying oils for consumers and commercial bakers, as well as a complete line of products for hotels, restaurants, cafes and the catering sector. Aigremont believes the reason behind its remarkable growth is explained in its company motto 'quality first'. The foundation of its brand image is built upon high quality products, as well as its policy of continuous investment in the best raw materials and its exemplary customer service.

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