ZETES CASE STUDY |Kellogg Manufacturing

FOOD TRACEABILITY

Kellogg Manufacturing entrusts its traceability project to Zetes

Kellogg is an American multinational and market leader for breakfast foods, cereals and biscuits. Its head office is based in Battle Creek, Michigan, in the United States. Founded in 1906 by Will Keith Kellogg, his initial aim was to improve the health of the patients in the centre in which he was working. The result was so good that it didn't take long for the orders to come in and then multiply, and today, the company is the world's leading producer of breakfast cereals.

Kellogg has been operating in Spain since 1978, producing a wide range of breakfast cereals and bars. Many of its products are manufactured in the Valls production plant (Tarragona) which has been running since 1980, producing cereals for Spain, Portugal, Italy and France.

Project overview
It is at the Valls plant that Zetes introduced a "turnkey" solution for the automatic labelling of finished goods pallets.. The aim of this project was to guarantee traceability through the double sided printing of all the pallet labels in line with standard GS1-128 (the former EAN), as required by supermarkets and the European food traceability Standard.

A solution to meet the needs of Kellogg Manufacturing
The project involved the installation of LabelPack real time label printers and applicators, manufactured by MD, a Zetes brand, to identify the pallets on the front and on the side in line with standard GS1-128. The Zetes Professional Services department developed a software application to meet the needs of Kellogg, which managed the labelling of the manufacturing equipment and included Kellogg's own Maewin®, software, authorised by Aecoc (Spanish commercial coding association) for standardised label design and printing.

The labelling process starts before the pallets enter the baling zone, where the goods are packed, using a fixed scanner to scan the barcodes printed on the boxes. The product information is then sent to the host system. The host detects the file and records the necessary information in the LabelPack printer-applicator. When the pallet reaches the labelling line, the label is printed and applied, first on the side and then on the front of the pallet. Once labelled, checks are carried out to ensure that the printed barcode is legible via a reader integrated into the equipment's applicator arm.

Along with the automatic labelling equipment, desktop printers were also installed for labelling on the manual lines and on the leftover pallets (those not at a high enough level to be automatically labelled).

All the equipment is connected via RS-232 to a site server that controls both the automatic and the manual labelling systems so there is a safe and reliable communication system. Everything is controlled through customised software, developed by Zetes, which manages the labelling systems. Maewin® software, authorised by Aecoc, which is used for the printing and design of the labels, was also part of the total solution implemented by Zetes, to ensure compliance with the standards already in force.

Zetes was awarded the contract for this project because of its experience in the industrial labelling sector, its global coverage and its solution maintenance services, covering both software and hardware. This type of

project requires regular updates to adapt to new demands and standards, and Zetes in-depth knowledge of the market enables them to meet these demands.

The result
Objectives achieved by automating the labelling process:
- Optimised traceability via the labelling of all pallets of finished products on two sides, in compliance with the GS1-128 standard.
- Software to control, manage and store the printed data on the current Kellogg management system.
- Following the complete project roll out, compliance with the labelling standards in force.

In addition to complying with the standards, the advantages have been significant for Kellogg Manufacturing. Traceability has enabled them to optimise the management of the warehouse as well as to be more proactive with regards to customers. The reduction in errors has been one of the main benefits.