



▲ Fish cans coded with laser technology



Irish Fish Cannery

Precision coding for premium fish

In its modern canning facility, Irish Fish Cannery upgraded to a Markem-Imaje Smartlase C350 BOU to meet its rigorous coding requirements. This solution is highly reliable, producing consistent, quality codes at high speeds in even the most challenging packaging environments.



Dungloe / Ireland

Founded in 1977

35+ employees

Only fish canning facility in Ireland

Co-packer for the market leader **John West Foods** for 35+ years, with own brand of premium mackerel products launched in 2015

Compliant with Bord Bia's **Origin Green** Sustainability Program



markem·imaje

a **DOVER** company



Irish Fish Canners:

from sea to shelf
with state-of-the-art
technology



“Excellence is our trademark, and reliability is imperative due to our remote location. We are very happy with both the quality of the coder and the extremely helpful service we receive from M Pack Ltd.”

◀ **Keith Bonner,**
Manager (Irish Fish Canners)



▲ Custom-built safety guard and stainless steel cabinet to protect the laser coder

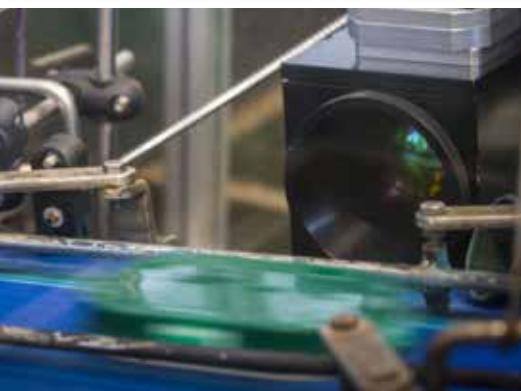
Since its creation in 1977, this 100% family-owned business has become a leader in the canned fish market. The firm supplies both domestic and global leading brands, exporting to customers in international markets from Europe to the USA, Australia and Japan.

Uniquely located along the ‘Wild Atlantic Way’ in County Donegal on the northwest coast of Ireland, the processing plant is in close

proximity to the most prime catch in the world’s oceans and to the island’s largest deep sea fishing port in Killybegs. The fish is hand packed just metres from the cold, clean waters of the North Atlantic. Herring, mackerel and pilchards are taken from pier to packaging in just eight hours, ensuring the unrivalled freshness of the company’s 100% natural, additive- and preservative-free products.

To achieve the premium quality its loyal customer base has come to expect, Irish Fish Canners relies on state-of-the-art production facilities and stringent traceability procedures. With 22,000 cans produced each 8-hour shift, fool-proof precision technology is essential to guarantee high quality codes.





Markem-Imaje Smartlase C350 BOU

A bespoke laser solution

A challenge for the plant was to achieve more consistency in printing codes onto the side of each can, as their inkjet system was producing poor quality codes. To find a better solution, they contacted M Pack, Markem-Imaje's distributor in Ireland. "They worked with us to understand our production requirements and make sure we ended up with the best system for our needs," explains Keith Bonner, Irish Fish Canners Manager.

The printing area's location over a water tank necessitated an adaptable coding system that could be integrated into a tricky configuration. A Smartlase C350 BOU (Beam Orientation Unit) was recommended, as the BOU's articulated laser head allowed this to be positioned safely in the area while keeping the main laser body away from the tank.

◀ 22,000 cans are produced and coded each 8-hour shift

The laser technology of this solution also provides a higher resolution than an inkjet printer. A first test was conducted on sample cans to demonstrate the coding quality, followed by trials on the production line to check the output at actual production speeds. "M Pack carried out tests both on and off site before installation. The quality of the code on the cans was excellent," says Keith Bonner.

Given the site's remote location, it was also imperative that the technology be extremely robust, requiring a minimum amount of maintenance. After installation, customised stainless steel housing was built to protect the laser coder from the demanding production environment, reinforcing the system's durability.

M Pack Ltd
Unit F4 South City Business Park
Tallaght, Dublin 24
Ireland
Tel: +353 (0) 12890077
Email: sales@mpack.ie

Markem-Imaje
9, rue Gaspard Monge
B.P. 110
26501 Bourg-lès-Valence Cedex
France
Tel.: +33 (0) 4 75 75 55 00

Photos: Stephen Mahon, M Pack Ltd - 06/2019

In the challenging configuration at this fish processing facility, the consistently readable, permanent codes printed by the Markem-Imaje Smartlase C350 BOU meet the high standards demanded by the industry. Easily integrated into any production line, this solution offers improved efficiency, lower maintenance and reduced running costs, making it ideal for food product coding.

For more case studies:
www.markem-imaje.com