



▲ Printing on corrugated cardboard at Antonio Sada & Figli factory in Pontecagnano Faiano (Italy)



# Gruppo Sada

**Over one million codes printed with not one error**

The Gruppo Sada, an Italian leader in the production and transformation of corrugated cardboard, has chosen Markem-Imaje as their partner to meet their customers' coding and traceability requirements. This collaboration successfully met Birra Peroni's requirements for promotional coding on their cardboard boxes for a prize contest.



Founded in **1870**

**6 production sites** in Italy

**440 employees**

Specialized in the production of corrugated **cardboard and shelf-ready packaging**

**185 million m<sup>2</sup>** produced each year

**"Industry 4.0 printer of the year"** prize at the 2018 Oscar della Stampa



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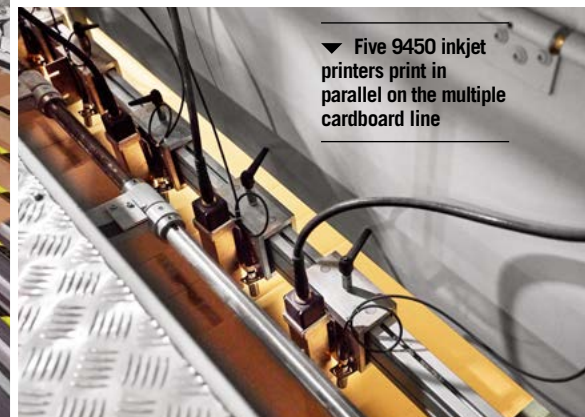
## Gruppo Sada:

Innovation and customer orientation



“The experience with the Birra Peroni contest was truly a compelling challenge. We worked on their secondary packaging by coding simultaneously, and in parallel, several cartons. The teamwork with Markem-Imaje was crucial to our success.”

◀ **Valentina Sada**, Marketing & Communication Manager Gruppo Sada



▼ Five 9450 inkjet printers print in parallel on the multiple cardboard line

As it often occurs in the Italian industry scene, the creation of Gruppo Sada is the result of two businesses coming together. The story began in 1870 in the heart of the province of Salerno with the manufacturing of furniture. In 1960, their activity evolved to become a manufacturer of corrugated cardboard, their core business today. The need to diversify their business but, above all, the will to offer services constantly approaching and meeting their customers' needs

encouraged Sada Gruppo to grow. To grow, they invested to enhance their own manufacturing capacity but also acquired and created new business entities.

The group's objective is the pursuit of excellence in its products and services. To do so, they have opted for an extremely flexible organizational and production structure, which is oriented towards the continuous improvement of their products

and processes. “For us, innovation does not just mean continuous improvement of our resources, our human capital and our know-how. It also means we need to meet our customers' current and future needs by being proactive,” explained Valentina Sada, head of Marketing and Communications at Gruppo Sada. “The experience we had with the Peroni Beer contest was truly a compelling challenge. Normally, contests are displayed on clusters

or labels. In this case, it was different. Instead, we worked on the secondary packaging and applied the codes simultaneously and in parallel on several boxes. Thanks to our teamwork with Markem-Imaje, the project was a success.” The collaborative relationship with Markem-Imaje, which began in 2013, has developed considerably since 2016, especially on promotional projects such as with Birra Peroni.







## The Birra Peroni project:

A successful technological partnership

Gruppo Sada sought a solution from Markem-Imaje that was compatible with their cardboard production line at their Pontecagnano (SA) plant. The objective was to print and ensure conformity of random alphanumeric codes, drawn from a text format file, on the inside of the cardboard carton without having to modify their company software. “Collaborative synergy on technological aspects is essential when looking for a coding supplier,” Francesco Galdi, head of Gruppo Sada’s IT division, pointed out. “For a prize giveaway operation, it is crucial we have a partner who can guarantee maximum security in the management of variable data.” Markem-Imaje’s CoLOS Promotional Coding software enabled the data to be channeled to Sada’s client software, which managed the coding, in parallel

and simultaneously, on five rows of cartons disposed on the same line. “Markem-Imaje’s pre-sales engineer’s input was essential for this operation. He was able to get the software programs to talk to one another precisely and efficiently,” comments Francesco Galdi, “ensuring that CoLOS would be compatible with all our equipment, even on the other lines. CoLOS allowed us to move away from previously used non-standard solutions which generated serious issues linked to duplicate codes printed during production.”

The operation became even more complex when considering the line’s high throughput and speed: 7,000 cartons per hour at nearly 3 meters per second. Thanks to the five 9450 inkjet printers installed in parallel, it was possible to print

Markem-Imaje’s CoLOS Promotional Coding software solution was easily integrated with Sada’s software, ensuring that the printed promotional codes were perfectly compliant and avoiding the need for more costly customized solutions.

random, non-sequential, alphanumeric codes that were between 3 and 10 mm in height with a print string up to 80 mm long. “Together with Gruppo Sada, we won the challenge by printing over 1 million codes for Birra Peroni. Not one single error occurred thanks to the interfacing of our CoLOS Promotional Coding program with their company software,” explains Andrea Celentano, Strategic Account manager at Markem-Imaje.

For more case studies:  
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◀ Promotional codes are printed on the inside of Birra Peroni’s Nastro Azzurro boxes



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