

CLIENT SUCCESS STORY
SANDERS CANDY





BACKGROUND:

Sanders Candy has been in business since 1875 and has seen strong growth over its extensive time in business. During its most recent business expansion, the much-loved confectioner company has seen an increase in production demand, especially with specialty products during the holiday season. Production demands necessitate increased output of its products.

CURRENT ISSUE:

Sanders Candy was looking to improve production output, including upgrading their product dating and coding equipment to match output efficiencies. The chocolate decorative tin, a popular item, was not a good substrate match for laser coding. The lasers would either mar the paint on the tin or the tin itself could not be etched with the laser. There was also a need for the coding to run on fast-moving production lines. New equipment would need to provide clear codes, print at higher speeds and be flexible enough to change between substrates and SKU's.

HITACHI SOLUTION:

The Hitachi continuous inkjet printer was the solution Sanders Candy needed. A demo printer was left over the weekend, and the organization was able to learn how to set up and start printing codes quickly and easily. Because of the operator interface, Sanders Candy quickly set up multiple codes and had the printer running on the production line. They brought in several more Hitachi printers as they discovered the printers could be used interchangeably on multiple substrates, including glass, plastic, tins, flexible packaging and cartons. The Hitachi continuous inkjet printers also replaced their use of thermal transfer overprinting, which was a more costly solution. This not only saved Sanders Candy money on consumables, it also eliminated required production line shut downs to replace the thermal ribbon.



CLIENT RESULTS:

With the flexibility of the Hitachi printer, Sanders Candy are able to move the coding solutions around to fit the business needs, versus having to flex the business to fit the coding solution. The ease of operation allows their production lines to run longer at faster speeds without losing quality code. That equates to more product out of the production line. During peak seasons, the Hitachi printers provide a reliable coding solution, keeping the focus on the business.

CLIENT QUOTE:

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“We programmed all of the Hitachi printers to work on every production line. We simply move them to the lines where demand is heaviest.” - Mike Koch Jr., Sanders Candy

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Hitachi's Knowledge Is Always There To Help You Succeed

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