



## HITACHI

Inspire the Next

# Ease of Use Makes the Hitachi RX-S a Holiday Treat at Sanders Candy

### SUMMARY

Due to business expansion, Sanders Candy turned to Mark-Pack Inc. for better product dating and shelf identification than its laser and thermal transfer printers could provide. Mark-Pack placed one Hitachi RX-S inkjet in a Sanders Candy production line. For the confectioner, it was better than a box of chocolates and they quickly ordered four units, which performed flawlessly through the holiday peak production.

### INDUSTRY

Bakery/Confectionery

### CUSTOMER

Sanders Candy

### DISTRIBUTOR

Mark-Pack Inc

### Sanders Candy

In business since 1875, Sanders Candy is top-tier technically and demands the best production and printing equipment. Famous for its Chocolate Bumpy Cake and other delicacies, this much-loved confectioner sought a better way to print on decorative tins of chocolate. The Hitachi distributor, Mark-Pack Inc., was certain Sanders' technical team would love the Hitachi RX-S with its print quality, reliability, versatility, and easy programmability. About 20 minutes after arriving with a demo RX-S, Paul Owen of Mark-Pack had the Hitachi unboxed, up and running on a Sanders production line. Owen then let Sanders Candy techs take over and experiment with the unit for four days.

### BUSINESS CHALLENGE

Printing on decorative tins of chocolate was too much for the laser printers that Sanders Candy had at its factory. They either marred the paint, or had no surface to imprint on the bottom of the tin. Running double shifts and popping out 80 tins a minute, Sanders Candy needed a better solution—fast, because the holidays were approaching.

“ We programmed all four RX-S units to work on every production line, and simply move them to areas where demand is heaviest. ”

– Mike Koch Jr  
Sanders Candy

**SANDERS**  
*fine chocolatiers*



## RESULTS

The Hitachi RX-S gives Sanders Candy a cost-effective alternative to expensive thermal transfer ribbon. “We not only **save \$465 monthly per unit**, this change also saves us two shutdowns per day to replace the thermal ribbon,” says Mike Koch Jr of Sanders. “That’s four minutes a day at up to 120 units per minute. Not only does it keep our production running more smoothly, we **get an extra 240 to 480 units per day out of the line.**”

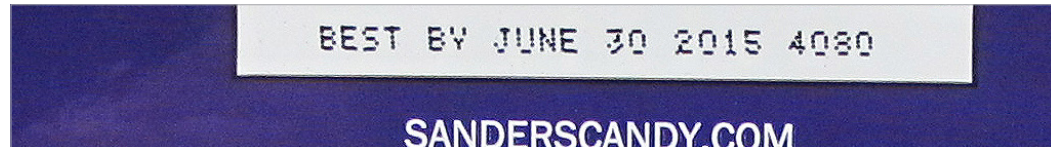
## SOLUTION

Confident in the ease of use of the Hitachi RX-S, Mark-Pack’s Paul Owen left the demo unit at Sanders Candy over the weekend. “When they didn’t call me Monday, I knew they had discovered how easy it is to use.” That turned out to be an understatement. On Tuesday, Mike Koch Jr, Director of Facilities, phoned Owen to say, “We’re keeping this RX-S, and send over another.” Owen answered, “Sure, I hadn’t known you needed two.” The immediate response, “We didn’t. But we liked it so much, and it’s so easy to set up, that we tried it on all our production lines. We’re going to replace a competitive printer with it, as well.” Over the next two months, to meet peak Christmas demand for chocolates, Sanders Candy ordered still another pair to replace legacy printers, making four total. In addition, they bought a new filling system and replaced its standard CIJ printer with the Hitachi RX-S. Today, Sanders Candy uses Hitachi RX-S printers interchangeably on glass, plastic, individual wrapped chocolates, tins, and carton packaging.

## Products Used

- (4) Hitachi RX-SD160W continuous inkjet printers
- The application is using JP-K72 black inks

## Print Sample



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