



## HITACHI

Inspire the Next

## IMS-Partners and Van Alstine Clear Path for Kraft Foods to Upgrade Production

### SUMMARY

To implement a faster fill-close-label application, Kraft Foods tested Waldner Dosomats in combination with a competing inkjet—which failed to perform. Hitachi distributors IMS-Partners and Van Alstine teamed up to demonstrate the efficacy of Hitachi inkjets. They showed Kraft Foods other Hitachi installations, followed by rigorous tests. The RX-SD160W performed perfectly, clearing the way for Kraft Foods to upgrade to a more efficient, reliable traverse-fill process.

### INDUSTRY

Packaged Foods

### CUSTOMER

Kraft Foods

### DISTRIBUTOR

IMS-Partners

Van Alstine

### Kraft Foods

Kraft Foods is a global food-maker with over 70 major brands. 99% of North Americans are Kraft Food consumers. A key to Kraft Food's business success is its relentless focus on improving the efficiency and reliability of its production processes.

### BUSINESS CHALLENGE

Kraft Foods was considering a faster 8-cup filling system, to fill and close packages in its food plants. This OEM system, capable of 55 traverse cycles per minute required an inkjet solution to print high quality codes, and keep pace with the new filling system while maintaining clean printheads. A competitor's printer had failed this test, experiencing multiple faults within a 30 minute period.

“ We needed the Hitachi inkjet to perform faultlessly to give Kraft Foods the certainty to adopt it as the standard for the new traverse-and-fill process. Hitachi came through brilliantly.”

- Kraft Corporate Engineer  
Jeff Johnson



## RESULTS

The Hitachi RX SD160W ran 3 hours 20 minutes in tests without any issues or faults. The printhead remained clean and the print quality was outstanding. Impressed with the results, Kraft Foods asked IMS-Partners and Van Alstine to implement the new traversing application initially on four production lines at two plants, using RX-SD160W printers. Hitachi inkjet printers, installed on Waldner Dosomats, became Kraft Food's standard for its improved traversing applications.

## SOLUTION

IMS-Partners and Van Alstine, with deep experience fitting Hitachi printers into food manufacturing, worked together with Hitachi to establish the solution's viability for Kraft.

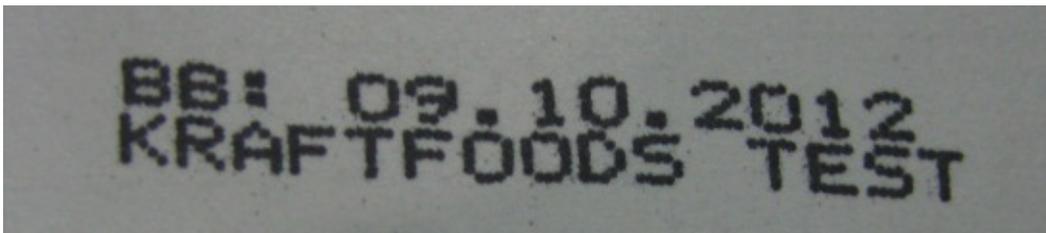
Hitachi already had strong internal references. Analysis on Kraft Food's existing 36 Hitachi units showed remarkable ROI improvements as compared to previous equipment. Monthly parts expenditures had dropped steadily and sharply from \$167 to \$11.95. Average monthly fluids costs fell from \$137.78 to \$53.05.

Van-Alstine and IMS-Partners installed four RX-SD160W units for traversing applications at two US facilities. Once in production, Kraft Foods achieved the higher traverse speed, fill reliability, and optimal print quality that it required.

## Products Used

- RX-SD160W Continuous Inkjet Printers

## Print Sample



For more information visit [www.hitachi-america.us/ice/inkjetprinters/](http://www.hitachi-america.us/ice/inkjetprinters/) or use the contact information below

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