

ZANASI FOR MONARI FEDERZONI:



CODING SYSTEMS THAT GUARANTEE QUALITY

Every single partner of ours must share our concept of quality and, together guarantee this quality in first person

Sabrina Federzoni

Owner and CEO Monari Federzoni SpA

A worthy example of a *Made in Italy* partnership, a relationship tying two Italian realities capable of achieving significant results on the global market, both well rooted in the same territory; the Modena area. *Zanasi* is the only manufacturer in Italy of ink jet printing systems, and *Monari Federzoni*, leading manufacturer in the field of PGI Balsamic Vinegar of Modena.

The high quality of *Monari Federzoni's* products began in 1912 thanks to the authentic passion of one family for their land and their traditions. This company is the first and oldest manufacturer in the world of this truly excellent product of the food and wine industry. The four different bottling lines offer a range of 175 different product types, with a daily production capacity of 80,000 bottles and totally computerised management. This attention to truly high quality has allowed *Monari Federzoni* to be granted the main Quality System Certificates: BRC and IFS (Higher Grade). In addition, obviously to the most important certification: the European PGI denomination that has been awarded to their vinegar.

It is easy to imagine how the needs, when it comes to the coding of such a company, which operates in 50 countries, and is often subjected to rules regarding the traceability of the different types of food products, be many and inflexible.

This is why Monari Federzoni asked Zanasi for a coding system that would not only guarantee efficient, long lasting performance, but that could also manage a secondary packaging unit that is practically completely neutral. In fact, the different production lines require a bulk personalisation of boxes with logos, barcodes (EAN 128 and EAN) and a clear text (letters and numbers on several lines), with fine lines, all representing the final appearance. This coding process, allows for the coding of every single bottle with the information regarding the reference batch, the traceability of the product, therefore making it the means by which its quality is promoted and guaranteed. In order for this procedure to be efficient, the data must be perfectly readable despite the very small size of the print and the different labels on which the codes are printed.

There could have been just one solution capable of responding to all the client's needs, a highly versatile coding plant with a simple fundamental prerogative: "never make mistakes".

Zanasi's technological solution involved the supply of two Z5000 (small character) systems that print directly onto the primary packaging, the bottle (shrink wrap cap, label and rear label), as well as the batch number and any further and varying type of information (for example the use by date and/or the time of production). In addition there are the two GraphJET systems, one with a 102 mm printing head and the other with a high definition 50 mm printhead, for printing on the secondary packaging.

In addition to the hi-tech features, the real guarantee of reliability over time that a client can be offered is the solid nature and tradition that the supplier can boast of. This is in fact Zanasi's strong point. With its main plant in Sassuolo, that covers an area of 2500 square metres, it is a national leader in the design and production of ink jet printing systems with its CIJ (Continuous Ink Jet) and DOD (Drop on Demand) technologies. Since 1978, the year of the company's foundation, it has continued to grow and today it can compete with the major manufacturers of the sector. Thanks to an ongoing R&D investment program, it can guarantee a quality that is longer lasting when it comes to the system's performance, and the performance is constant, right up to the last print.

ZANASI

With its branches in Italy, and plants in the United States and China, as well as distributors present in 60 countries throughout the world, Zanasi can also boast of a distribution network capable of guaranteeing top level technical assistance anywhere. This has also been confirmed by Monari Federzoni's feedback, which, regarding the work done adapting the machines to their specific production needs and the efficient and prompt technical assistance received, expressed satisfaction equal to a World Class level.

