



Saint-Jean “Tradition and expertise”

Thermal transfer
Identification of heat-sealed tray packs ■ ■ ■



Regional identity, high industrial standards ■ ■ ■

In the town of Romans in the South-East of France, Saint-Jean is an expert when it comes to making *ravioles du Dauphiné*. This traditional small cheese ravioli is made of soft wheat flour and stuffed with Comté (a hard pressed cheese), parsley and cream cheese. “It is a traditional regional gastronomic speciality of exceptionally high quality. In 1998 it was awarded France’s Label Rouge, which vouches for the quality of the product and its raw materials, and has benefitted from European PGI* status since 2009,” indicates Denis Ollat, Industrial Director at Saint-Jean. In addition to the famous *ravioles du Dauphiné*, the Romans site produces a whole range of fresh pasta under its own brand as well as other distributors. Saint-Jean has three other industrial facilities dedicated to the production of *quenelles* (another regional speciality that resembles a delicate dumpling) and delicatessen products.

When its previous contract with an inkjet printer supplier expired, Saint-Jean decided to completely overhaul the coding process for its *ravioles* and fresh pasta tray packs. “We had been using Markem-Imaje’s SmartDate 3 and SmartDate 5 thermal transfer coders on our vertical bagging machines in the pasta production unit since 2005. We were more than satisfied

“We had some very specific technical requirements. Markem-Imaje stood out as the most flexible and best option.”

Denis Ollat, Industrial Director at Saint-Jean

Name: Saint-Jean

Headquarters: Romans (France)

Founding date: 1962

Employees: 280

Production sites: 5 in the Rhône-Alpes region

2011 turnover: 50 million euros

Business: production of *ravioles du Dauphiné* (cheese ravioli), fresh pasta, *quenelles*, delicatessen

Certifications, labels: IFS, Label Rouge, PGI, ISO 14001, organic

with the technology, particularly in terms of reliability and cleanliness,” stresses Denis Ollat.

Saint-Jean’s expectations were high; the company needed an environmentally-friendly solution that also guaranteed the health and safety of its employees. Thermal transfer proved to be the ideal technical coding solution for its heat-sealed tray packs: print quality, ease of use and, above all, no handling of inks and additives in the packaging unit, which is subject to very strict sanitary rules. At the beginning of 2011, Saint-Jean approached a variety of suppliers. “We had some very specific technical requirements for the integration of the coders into our production lines. Markem-Imaje stood out as the most flexible and best option,” explains Denis Ollat.

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the team to trust ■ ■ ■

An effective partnership ■ ■ ■

Markem-Imaje's proposal was to supply a SmartDate X40 coder for every production line to be equipped. "Integration of the coders was a crucial element. An absolute priority for us was to prevent any risk of accidents by protecting the printhead. We also needed the film to pass at operator height without cluttering up the working space or impeding access to the joining table. Markem-Imaje was able to advise us and work with our own technical team to come up with the right mechanical solution," explains Denis Ollat.

Saint-Jean, a French company specializing in the production of cheese ravioli, fresh pasta, quenelles and delicatessen dishes, has opted to identify its products using Markem-Imaje's SmartDate X40 thermal transfer coders at its site of Romans in the South-East of France.

In a first stage, a prototype was developed before being successfully tested on-site. As a result, the thermoformers in the *ravioles* and fresh pasta production units are now equipped with eleven SmartDate X40 coders. Each printhead is mounted on a transverse movement for

stationary marking in defined positions of up to 3 messages on the film width, depending on the application. Made up of 3 lines, the messages are launched from the controller by operators and message position is selected using a multi-position switch. "Our operators were very quickly won over by the user-friendliness of the SmartDate X40. What's more, we've opted for the new 1,100-metre ribbon, which cuts down the number of changes," continues Denis Ollat. For even greater peace of mind, Saint-Jean decided to take out a global Markem-Imaje contract including maintenance.



At Saint-Jean, the installation of SmartDate X40 thermal transfer coders has been optimized: the printhead is protected and is placed at operator height to make life easier for production line operators.

"We attach a great deal of importance to quality of service. Markem-Imaje's commercial and technical teams have consistently demonstrated a high level of professionalism, right from the start, and they continue to do so after several months of operation," concludes Denis Ollat.

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