

# Datamax-O'Neil Printers Help Fruit Distributor Meet Track and Trace Regulations Weight

M-Class barcode label printer asset tracking for the fruit market ■ ■ ■



Jolly Fruit, a company based in the Piedmont region of Italy specializing in the packing and distribution of fruit throughout Europe, decided to look for a

thermal printer in order to solve the challenges deriving from EU regulation 178/2002. This Regulation expects fruit producers to be able to track and trace all aspects of the productive process and identify the destination of any given lot of products. Companies operating in this field must adopt systems and processes in order to make all relevant information (from farm to fork) available to the authorities.

Within this legal frame, Leonardo Web, a strategic partner of Datamax-O'Neil distributor PrintMedia, has developed a turnkey solution including software and Datamax-O'Neil hardware.



Large fruit trays (coming directly from the growers in the area) are now labeled upon their arrival so that the growers can

be identified at any time – meeting the main requirement of the legislation. In fact, all activity in the chain must be declared. The software included in the application allows Jolly Fruit to get all components involved, from primary products to the additives, and every process along the way. The growers also assist in this process by keeping a log of every operation that has taken place during cultivation.

Every packing phase is coordinated from a central office, to which all machines are connected. At arrival and while still in the cranes, the fruit is immediately weighed and labeled.

Weight, quality and origin of the fruit are entered into the software, AGRITRACER, which sends the data to print the labels to the Datamax-O'Neil I-Class printer.

The cranes are then moved and capsized in the selecting machine where, depending on the size, the fruit is sent to one of several conveyor belts. From here the operators fill and label the trays. The labels are printed and peeled using Datamax-O'Neil M-4208 printers with the optional Internal LAN card. On every tray, the lot number and geographical origin of the fruit and its quality can be read.



At this point the trays are stacked with a palletizing machine. Once the pallet is complete, the operator presses a button that activates the printer for the pallet label, which prints before the forklift arrives to move the pallet to the strapping machine. AGRITRACER monitors the number and weight of the pallets until the order is complete, at which point an internal order sheet is issued containing all the steps of the process.



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Every label printer within the packing process of Jolly Fruit is a Datamax-O'Neil printer. There are ten in the selection department, one in the palletizing department and one in the coordination office. All printers are connected within the network with the software producing approximately 1,500 labels per day with peaks of 5,000 labels per day during the summer.

Distributed in Italy by PrintMedia, Datamax-O'Neil printers continue to confirm their position in the market as ideal printers for every company looking for a solution in the field of bar code and RFID printing. Datamax-O'Neil printers have always been synonymous with technological innovation, reliability and ruggedness.

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