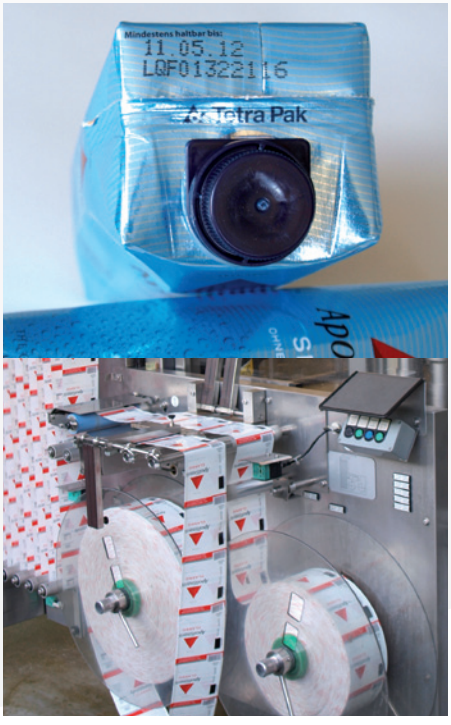
The Queen of Table Waters relies on labelling technologies from Domino

Overview

Apollinaris, a subsidiary of the German Coca-Cola Erfrischungsgetränke AG, was founded in 1852 by Georg Kreuzberg and is one of the best-known brands in the mineral water and cool drink sector.

"With a recognition level of over 90%, the name Apollinaris, the red triangle and the slogan "The Queen of Table Waters" rank among the oldest and most famous trademarks in the world."



Fast Facts

- Apollinaris GmbH has selected Domino as its sole supplier for laser and inkjet technology.
- Has been using Domino technologies since 1999
- Scribing laser integrated into the PET blow moulding machine applying the date on the base of the PET bottles.
- Three laser heads have been integrated into each of the two Krones Sleevematic machine
- A-Series used for coding the 0.5-litre Apollinaris Silence Queens Tetra Pak containers

Domino. Do more.

"For reliability and flexibility of the system technologies, as well as excellent service, Apollinaris GmbH has selected Domino as its sole supplier for laser and inkjet technology".

Apollinaris, a subsidiary of the German Coca-Cola Erfrischungsgetränke AG, was founded in 1852 by Georg Kreuzberg and is one of the best-known brands in the mineral water and cool drink sector. The company has already been using system technologies from Domino since 1999 to meet the labelling requirements of the individual filling lines at its production facility in the Rhineland-Palatinate town of Bad-Neuenahr.

Innovative and flexible laser labelling for clear and reliable traceability

A total of eight DDC3 dot matrix laser systems, one Domino scribing laser system and multiple inkjet systems from Domino are in use at Apollinaris.

The refillable PET bottles, which are now being used more and more for Apollinaris, are manufactured on-site from so-called preforms using a SIG Corpoplast Blomax 20 PET blow moulding machine. For reasons of internal traceability, the laser head of the scribing laser is integrated into the PET blow moulding machine to apply the date on the base of the PET bottles produced.

Reliable laser labelling of the sleeve labels, as well as direct PET coding

The DDC3 laser systems are used both for the sleeve labels and coding the paper labels.

Sleeve labelling, the newest labelling process in the market, is used for the 1-litre refillable PET bottles. Apollinaris acquired two Krones Sleevematic labelling machines for this. Three DDC3 laser heads were then integrated into each of these machines to apply the coding required by each container before it can be sent out to stores and then make its way to the consumer.

A conveyor belt is used to transport the already filled 1-litre refillable PET bottles into the Sleevematic labelling machines. The two streams of sleeve labels are unwound from the roll evenly using conveyor rollers and then fed to the cutting unit via the sleeve supply unit. The labelling takes place prior to cutting. Three DDC3 laser heads have been integrated into each of the two Krones Sleevematic labelling machines here. While two laser heads apply the batch number and the recommended sell-by date within a black labelling field via ink removal during processing of each label, the third DDC3 laser head is responsible for applying a small triangle via direct PET labelling that specifies the number of filling cycles of each bottle. These filling cycles can be used to determine how many times a refillable PET bottle has been used.

DDC3 dot matrix laser enables high-speed laser processing of the paper labels

A further DDC3 dot matrix laser is used within a Krones Solomatic labelling machine to print the paper labels on the 0.5-litre refillable Apollinaris Classic PET bottles. The compact and flexible laser head has been integrated into the system in such a way that the labelling can be applied directly on the glue palette. The two-line labelling – consisting of the recommended sell-by date and batch designation – is written using ink removal before the labels are applied to the bottles.

A dot matrix laser head has also been integrated into the other Krones Solomatic labelling machine. This is used to apply the recommended sell-by date and batch number to the paper labels of bottles that have already been filled on the bottle table of the OEM installation. A downstream light barrier then performs an inspection to make sure that every bottle has a label.

Proven inkjet technology for labelling primary and secondary packaging

An inkjet printer from Domino's proven A-Series is used for labelling the innovative 0.5-litre Apollinaris Silence Queens Tetra Pak containers. Equipped with a stainless steel enclosure, the printing head of the A-Series ink jet coder is ideally suited to the kind of harsh production environments that are often found in the drinks industry.

Fitted on the output conveyor of a Tetra Brik Aseptic OEM installation, it applies the recommended sell-by date and an 11-digit batch designation on top of the secondary packaging of the filled Tetra Pak containers.

A further Type C7 ink jet coder is used on the output conveyor of a Tetra Pak Cardboard Packer 70 on a different line for labelling the trays used to package the filled and labelled Apollinaris Silence Queens Pack containers.

Based on the reliability and flexibility of the system technologies, as well as excellent service, Apollinaris GmbH has selected Domino as its sole supplier for laser and inkjet technology. This has led to a proven partnership of many years, which is set to be further extended in future.