

# Pepsi Bottling Ventures Trusts Domino's F720i Fibre Laser to Protect their Brand



## Overview

*In a warm, wet—and very challenging—coding environment, Pepsi Bottling Ventures counts on Domino's F720i Fibre Laser to serve up crisp, refreshing, readable codes, day after day, can after can.*

***“Why does Pepsi use Domino laser coding? Because it works!”***

*—Pepsi Bottling Ventures General Manager Mike Collins*



## Fast Facts

- Pepsi Bottling Ventures is the largest independent bottler of Pepsi Co. products in North America.
- They serve over 8 million customers, from 16 production facilities, located in five eastern states.
- Domino's F720i Fibre Laser has successfully replaced ink jet coders in Pepsi Bottling Ventures' wet, aggressive production environment.





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–Pepsi Bottling Ventures Vice President of Engineering Sabri Kundakcioglu

## Background

As North America’s largest independent Pepsi Co. product bottler, Pepsi Bottling Ventures serves 8 million customers from 16 production facilities located in Delaware, Maryland, North Carolina, South Carolina and Virginia. Lines run at lightning speed and there’s no time for downtime, so quality coding is both a significant undertaking and challenge for the company.

## Situation

In the past, Pepsi Bottling Ventures used ink jet printers to code the bottom of its cans, but they were dissatisfied with the resulting code quality. Discussing the company’s switch from ink jet coding to Domino’s high speed Fibre Laser, Daryl Beeler, Pepsi Bottling Ventures’ production supervisor said, “From a production standpoint, we love it. When a can comes through we don’t have to constantly check the code date ... with the ink jet system, we constantly had to check.”

## Solution: F720i Fibre Laser

According to Pepsi Bottling Ventures’ Vice President of Engineering Sabri

Kundakcioglu, “Quality, productivity and sustainability ... these are the three reasons that we converted our can coding to a fibre laser ... Line efficiency is improved, cost of production has been reduced and customer complaints about poor printing quality have been reduced. Our partnership with Domino started way before can coding with fibre technology, but when Domino presented the fibre technology for can coding we didn’t hesitate ... and, at the end, we have a great technology working for us,” he adds.

The F720i Fibre Laser uses short, intense pulses, which significantly increases its marking speed and allows it to deliver high-quality codes on up to 120,000 cans per hour. The result is a high-resolution, durable mark on even the most challenging surfaces—such as the concave base of a can. Total cost of ownership is reduced through the removal of inks and solvents, minimal set up or adjustment needs, uninterrupted production runs and a lack of waste typically associated with can printing.

Mike Collins, general manager of Pepsi Bottling Ventures, feels that one of the best things about Domino’s Fibre Laser is how well it handles the condensation

that forms on cans in a wet production environment. He explains that when the cold product meets the warm, humid plant air, condensation naturally forms. “With ink jet coding you really have to put in a lot of hot air to get it to where [the can is] dry. With laser coding there can be a little bit of condensate, it really doesn’t matter ... It’s powerful enough, it’s going to etch the bottom of that can with the code ... a very crisp code.

“The other thing I will tell you ... with ink jet coding, the ink doesn’t always land where you want it. If you were to look under an ink jet coder, you’d likely see where an alien died,” jokes Collins, referring to the inky mess often found under an ink jet printer. “With the laser coder, there’s none of that,” he adds.



## Partnership

“One of the most important things for us is to make the right decisions. We have seen improvements in our business results after coordinating with Domino for our coding needs,” noted Kundakcioglu. “Overall Domino has done a great job and exceeded expectations in our production environment, customers are satisfied, and our brand is protected,” he added.

Collins heartily agrees that laser coding has been a great move. “For me, the biggest thing is the reliability of it. I know that the can ... has been coded and I don’t have to worry about it. As the plant manager ... I would definitely recommend a Domino Fibre Laser for cans!”

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