

## David Williams Cheese Case Study

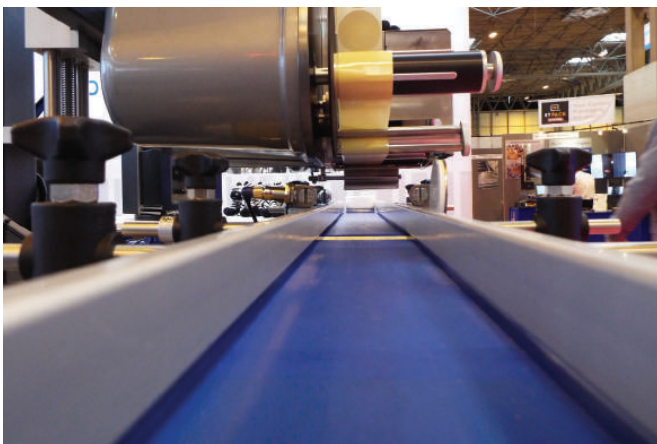
Print and apply innovation  
transforms operational capacity  
for specialty food manufacturer



Cheshire-based food manufacturer, David Williams Cheese, came to Cobalt with a problem. Following exponential growth in the sales of their specialist cheeses, and rapidly increasing production volumes, the company identified a need to overhaul their methods for barcoding and labelling.

Managing Director, David Williams recognised that investment in industrial automation coupled with print and apply labelling expertise would be required to continue the company's growth.

**“Before engaging Cobalt Systems, we were hand-applying labels, but as volume increased, there was a lack of consistency and issues would arise with incorrect labelling affecting the presentation of the products. It was clear we needed to address these issues to meet increasing customer demand.”**



The brief given to Cobalt was to specify a print and apply solution that could print and apply multiple labels per product, was able to fit into a confined space and offered easier use and media replenishment for operators.

With a growing client base, both locally and globally, an understanding of the future strategy of David Williams Cheese played a key part in Cobalt's project delivery.

Cobalt's solution was designed around the existing production environment where space was at a premium. Our engineers specified and installed the innovative real-time Nexus 20 Print and Apply applicator which was configured to reduce the production area footprint.

The Nexus 20 applicator was installed to apply two labels; the first being a decorative label, plus a second barcoded label containing variable information such as dates and batch numbers to assist with product traceability.

Two stipulations for this project were that it would be both simple to control and simple to replenish media. Our solution met both requirements, thanks to an integrated control screen providing a consistent user interface and allowing both machines to be controlled separately.

The second requirement was met thanks to the standard feature set of Cobalt Print and Apply machines. We provide clearly numbered and easy-to-follow directional threading patterns for a highly visual and simplistic operation.



**18-month ROI and 25% more output on the line.**

Moving from stepped production flow to a continuous process greatly increased throughput providing **25% more output on the production line**. The system also significantly reduced reliance on human resource, saving money and **greatly improving efficiency ultimately delivering an estimated 18-month ROI**.



David Williams was delighted with the outcomes of the project commenting:

**“The technology provided is excellent and has greatly reduced our operational footprint providing space for future expansion.”**