

CODE TRACKX**IN THIS ISSUE****VOICES**

Sustainability: A growing concern among Indian consumers and beverage manufacturers in 2023

INDUSTRY SPOTLIGHT

Breweries & Distilleries
Beverage Manufacturing Sector

PRODUCT SHOWCASE

IP65-rated Coding Systems
Bottles | Cans | Packages | Cartons

INDUSTRY EVENTS

Inter FoodTech Expo | Mumbai
COMPACK 2023 | Chennai

ABOUT US

Top Clients
Technology
Branches
Capabilities

Product recalls can cause severe financial and reputational damage. Several major companies have recently suffered from costly recalls, i.e., Coca-Cola, Unilever, Johnson & Johnson, and Proctor & Gamble. Because of this, one of the most crucial coding and marking requirements for many beverage manufacturers is to have consistent, clear, and easy-to-understand code in their products and packaging, even when working in environments where condensation might occur.

In the possibility of a product recall, our coding systems play a critical role in helping beverage manufacturers track and trace products through a series of variable information and barcodes printed on their products and packaging.

Shiva Kabra

Joint Managing Director | Control Print Limited

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INDIA: SUSTAINABILITY IS A GROWING CONCERN AMONG INDIAN CONSUMERS AND BEVERAGE MANUFACTURERS IN 2023

Rajiv Satija - National Service & Sales Manager | Control Print Limited

The four main types of substrate materials used by the beverage packaging industry include plastics, aluminium, glass, and multiple-layered packets. The functionality of these products is similar, but they have some differences. For example, they enable transportation, protect beverages from damage and leakage (although different types of bottles often fulfil the latter two functions), and may be reused for multiple purposes. However, the probable environmental impact associated with their use varies widely depending on how well they're managed.

There has been an increased awareness of potential environmental issues related to improper management of packaging materials and poorly managed plastic waste in recent years, which has led to the adoption of new rules and regulations regarding their use.

Plastics are found in everything from bottled aerated drinks and processed foods to boxed ready-to-eat meals and even the wrappers that package them for doorstep delivery. An increasing number of consumers are worried about the impact these products and their packaging have on the planet.

A combination of better recycling infrastructure and the

adoption of reusable glass bottles has been shown to be effective at reducing single-use plastic bottle use. And it can be supported by specially designed coding and marking ink that can be removed via a washing process. It means that far fewer plastic bottles and manufacturing processes would be needed, saving substantial energy, materials, and resources.

Through strategic partnerships, many companies are developing new ways to minimize waste, cut down on their environmental impact, and reduce their reliance on plastic by switching to eco-friendly materials, i.e., paper packaging, corn starch packaging, clay bottles, bamboo straws, reusable containers, biodegradable bags, bio-based polymers, bio-nano composites, non-toxic bioplastics, advance antimicrobial packaging, etc. Such changes extend the range of products and substrates that require coding and marking.

Control Print aims to contribute to building a sustainable future in harmony with the environment by partnering with eco-friendly packaging manufacturers for direct printing on packaging to eliminate the wastage of pre-printed cartons and the costs of labelling, inventory, and storage.



PROTECTING BRAND INTEGRITY WITH ANTI-COUNTERFEIT TECH

Coding and marking solutions also help protect against another scourge of the beverage industry – counterfeiters. It's not just high-end alcohol that counterfeiters have impacted; soft drink companies have also been hit hard.

An international police joint operation effort by Interpol and Europol known as “Opson IV” involved checking stores, marketplaces, airports, seaport facilities and industrial parks in 47 countries and led to the arrest of several people. The total quantity of illegal alcohol seized by police was 275,000 litres (almost double the volume of contraband seized in the previous year's operation), including whiskey, vodka, and beer, as well as tonnes of possibly dangerous food items.

Control Print has developed reliable methods to combat counterfeiting by creating unique markings to identify genuine products. With our indelible laser printer markings and special security inks of Continuous Inkjet (CIJ) printers, manufacturers can protect their brands by using anti-counterfeit technology.

[LEARN MORE](#)

AESTHETIC APPEAL OF PREMIUM AND EXPERIENTIAL PACKAGING

A growing number of people are gravitating toward experiences instead of quantity. Many beverage manufacturing companies are focusing on providing an exceptional customer experience rather than just offering lots of products at low prices.

It's evident in the increased popularity of limited-release flavours and the growing interest in authentic ingredients that millennials' decreased drinking habits are fuelling a shift towards premiumization, with craft beers and small-batch liquors becoming increasingly favoured.

Regarding premium beverages with premium packaging, the challenge lies in ensuring that the printed manufacturing and expiry dates, batch numbers, labels or barcodes don't diminish the importance, value, or effectiveness of the appeal and aesthetics of the packaging.

However, this must not be allowed to jeopardize the essential prerequisites of coding and marking to communicate information clearly and permanently.

[LEARN MORE](#)



Control Print's coding and marking systems are ideal for printing on bottles, cans, aseptic packages, flexible packages and cartons.

Gir and Sundarban Continuous InkJet Printer

Versatile and cost-effective coding solution suitable for nearly every application.



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IP 65 rated, rugged construction



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HIGHLIGHTS

1

EASY TO OPERATE UX/UI

Our dust and water-resistant printers are designed keeping the Indian climate and infrastructural conditions in mind. An intuitive user interface in major Indian languages enables ease of operations.

2

BUILT TO LAST

Our printers are engineered to withstand humid environments. Every IP65-rated printer has a stainless steel finish, heat-resistant electronics and other vital features that make it reliable and durable.

3

HIGH-SPEED PRINTING

With some of the speediest printers in the industry, we can match the high line speeds typical in bottling lines at peak production capacity while maintaining incredible print quality on products.

4

MAINTAIN COMPLIANCE

State regulations governing printed data vary across states. Breweries/distilleries shipping products to a large number of states require flexible coding solutions to satisfy these diverse regulations.

5

SPECIAL CODING INKS

We manufacture and supply several inks that are condensation-resistant and fade-resistant after printing.

INDUSTRY EVENTS



INTER FOODTECH EXPO | MUMBAI

It was an absolute pleasure to have Kanubhai Virani, Director of Balaji Wafers, visit and interact with our team at the "Inter FoodTech Expo" in Mumbai.

We are thrilled that Mr Virani took the time to explore our advanced coding and marking systems specifically designed for India's food and beverage industry.

The opportunity to showcase our innovative solutions to such a visionary food industry leader was invaluable. Mr Virani's insights and expertise have been instrumental in shaping the success of Balaji Wafers, and his interest in our technology humbles us.

We greatly appreciate his keen interest in understanding how our coding and marking systems can revolutionize the efficiency and traceability of food packaging processes.

With our state-of-the-art solutions, we are committed to helping companies like Balaji Wafers ensure product authenticity, safety, and customer satisfaction.



COMPACK 2023 | CHENNAI

We thank everyone who visited our booth at the "Compack 2023 Expo" in Chennai. It was an incredible experience to showcase our advanced coding and marking systems tailored to the packaging industry.

Your overwhelming interest and enthusiasm in exploring our solutions have been truly inspiring. We are proud to have had the opportunity to demonstrate how our cutting-edge technology can revolutionize the efficiency, reliability, and traceability of packaging processes.

Our conversations and interactions with industry professionals, experts, and enthusiasts were invaluable. Your feedback and insights have reinforced our commitment to delivering innovative solutions that address the evolving needs of the packaging industry.

We look forward to future collaborations, partnerships, and the opportunity to serve you with the latest advancements in coding and marking systems.





TOP CLIENTS

ABOUT US

Since 1991, Control Print has been India's leading manufacturer of permanent coding and tamper-proof marking systems. Our digitally-enabled printing solutions, application-specific inks, and wide range of consumables are engineered to meet branding, labelling, variable product information, traceability, quality assurance, counterfeit protection and packaging needs in every manufacturing industry.

We'll guide you through the entire process of selecting the ideal coding and marking solution for seamless integration with your existing manufacturing process and production lines. Let's talk.

TECHNOLOGY

We're proud to be the only 'Make in India' manufacturer of coding & marking solutions since 1991.

- Continuous Inkjet Printer
- Thermal Inkjet Printer
- High Resolution Printer
- Thermal Transfer Overprinter
- Large Character Printer
- Laser Printer
- Hot Quick Coder
- Consumables
 - Inkjet Fluids
 - Ribbons
 - Ink Rolls

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BRANCHES

- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Guwahati
- Hyderabad
- Jamshedpur
- Kolkata
- Mumbai
- Nalagarh
- Pune

CAPABILITIES

- 100,000+ sq. ft. mfg. facilities
- 15,000+ printers installed
- 2500+ pin codes served (India)
- 1600+ towns/cities (presence)
- 300+ professional field staff
- 32+ years of expertise

HEAD OFFICE

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