

Printing and Marking on Luxury Products



Case Study

What is the best way to print on toiletries?

THE BACKGROUND

Arran Sense of Scotland, is based on the beautiful island of Arran, just off the west coast of Scotland. It is famous for its breath-taking scenery, with tranquil beaches and rolling hills.

Mother Nature's palette is the inspiration for Arran Aromatics' range of high quality bath, body and home fragrance collections that distil the very essence of the island.

THE STORY

Arran Sense of Scotland was set up in 1989, by Janet and Iain Russell and originally operated out of their cottage kitchen. Now, no longer a small family soap business, it is based in Home Farm factory, a former old dairy farm for the historic Brodick Castle.

The hand-made range of products has been extended and now includes eau de toilettes, shower gels, body lotions and creams. There is also a range of fragranced, luxury candles, ideal for the perfect gift. All of Arran's products convey a vibrant and evocative perfume, which conjures up the natural fragrances of the island.

The products are available through both their own retail outlets and website as well as through department stores. Sales now top more than £6 million annually

and there is also a healthy export market, boasting sales in over 30 countries abroad.

The company also supplies such hotels as Auchrannie House Hotel and Spa, where the luxury items can be enjoyed by the hotel guests.



THE PROBLEM

Both manufacturing and retail operations are based on the island. Indeed, the company produces most of its products, as well as filling all its eau de toilettes at the Arran plant, rather than out-sourcing the process.

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THE PROBLEM

A requirement for a printing machine was identified with very stringent criteria.

The machine that was needed had to be flexible and light enough to move between the production lines as well as offering a cost-effective solution.

It also needed to be able to keep up with Arran's production site at speeds of up to 25 units per minute; at peak production times, the unit has run at 40 units per minute.

THE SOLUTION

The Hitachi RX CIJ print system from Allen Coding, was the correct solution for Arran's complex issues.

It is light enough to move between the lines very easily whilst it is capable of printing in multiple languages, barcodes, logos, batch numbers and graphics.



The Hitachi RX printer is easy to install, operate and clean and offers clarity of print. The printer system uses the continuous inkjet principle which produces electrostatically charge ink droplets.

The CIJ printer systems offer such benefits as:

- **High speed printing** – Up to 3 lines
- **Superior quality** – can easily print barcodes, numbers and text.

- **An easy to use interface.** It is very simple and quick to change marks, numbers and text.
- **Economical** use of solvent and very cost-effective
- **Easy and quick** to maintain
- **Robust and reliable** – performs very well in challenging environments (IP class)

THE OUTCOME

The Hitachi RX has no problems keeping a-pace with the rest of the production line. Arran has benefitted from a reduction in down-time, thus saving on costs. Not only that, the self-cleaning printheads on the machine saves time and maintenance.

The exceptionally user-friendly RX was very quick and simple to install – it was up and running in a day. The relevant operations staff were all trained onsite, covering how to operate and maintain the machinery properly.

Arran was particularly impressed with the versatility of the machine – 7-digit codes are easily and quickly applied to their glass candle holders and plastic bottles ranging from 30 ml to 300 ml in size.

They have now expanded out their printing requirements and have another 4 machines which means they have a total of 6 RX printers on their site.

This is the practical proof of a perfect working solution but let the last word go to Arran – Sense of Scotland.

“Allen Coding was very helpful and patient along the way and created a solution to meet our needs and our budget. We would definitely recommend them and the Hitachi RX to anyone looking to upgrade from an older machine”.



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