Application Note

Enhancing Traceability on Plastics for Leading Pet Food Manufacturer

A multi-national manufacturer of pet foods and FMCG products in Europe faced a significant challenge in ensuring the durability and visibility of traceability codes on their dried pet food bags.

Background

A leading multi-national manufacturer of pet foods and FMCG products required a solution to mark on plastic packaging of dried dog and cat food, ranging in size from small treat-size pouches to large bulk-bags.

The company required the codes to withstand rigorous adhesion tests and maintain their integrity despite the bags rubbing against rollers, conveyor belts, and against each other during processing and transportation.

LINX

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The challenge

The pet food manufacturer was transitioning to new packaging materials triggered by environmental concerns, which included substrates like mono OPP, PE, BOPP, and PET.

These glossy materials made code adherence more challenging. They needed a solution that ensured the codes remained visible through the production and handling process, whilst also ensuring the best health and safety profile for their employees.

The ink needed to pass rigorous high-strength-tape adhesion tests, carried out using standardised QA procedures, to ensure traceability. Their current ink was failing their test procedure.

Collaboration and the solution

Linx proposed a trial of 1061 ink, which was initially tested at one site. The trial was a success, and the solution is subsequently in the process of being implemented across a further three sites in Europe.

Industry	Dried Pet Food Products
Location	Europe
Packaging Type	Plastics, including Mono, OPP, PE, BOPP, PET
Challenge(s)	Ink Adhesion & Health and Safety
Customer QA tests	Rigorous tape tests
Line Speed	Typically, 100 m/min
Linx Ink Solution	1061 Ink