

Globus Meisterbäckerei

Freshly baked, quickly labeled



The Globus Meisterbäckerei in Hockenheim-Talhaus brings together bakery, pastry shop and ice cream production. Six METTLER TOLEDO label printers of the Etica 4500 type provide fast processing in prepackaging and ensure that the baked goods and pastry items are fresh when they make it to the supermarket shelves.

Farmhouse bread or whole-grain organic bread? Customers conveniently select the products of the Globus Meisterbäckerei on the supermarket shelves. Well filled display windows are therefore the key to success – as are a fast prepackaging and tagging, so that the fresh-baked goods are ready for the customer to pick up. With the Etica 4500, Globus has decided on a high-speed labeling solution that, with easy operability and high reliability, guarantees a seamless flow from the baking sheet to the supermarket shelves.

The labeling and packaging constitutes a critical interface: if the labeling takes too long, the stocking of the supermarket shelves threatens to come to a standstill, while products not yet packaged back up all the way to the oven. Availability and reliability of the packaging and labeling devices prove to be absolutely critical to business.



Etica 4500

Globus Meisterbäckerei Hockenheim

Fresh Bakery and Pastry Goods
in Supermarket Sales

Fast labeling processes

METTLER TOLEDO



Large reel

"Hockenheim-Talhaus, together with the installation in the Globus Supermarkets in Rostock-Roggentin and Dutenhofen, is the third Globus Meisterbäckerei in which we are getting started with our Etica 4500 label printer," reports METTLER TOLEDO Key Account Manager Hans Börner. Just a first glance at the device reveals important positives about the label printer: the rust-free stainless steel housing eliminates any notion of playing around. No cracks and edges in which fine flour dust could collect, making cleaning the unit accordingly easy and convenient. On the right side of the housing exists a large transparent polycarbonate flap for viewing inside. "Employees can check here with a glance at any time to see how large is the stock of labels still on the reel. We did not want a black box that confronts the employee from out of the blue with the message 'Please change paper reel.'" A glance at the interior further reveals the reserves that the Etica 4500 has at its disposal. Hans Börner: "Today we are putting 3,000 labels

on the large reel." That is a number that Stefan Ernst Gaus of Globus Meisterbäckerei translates into everyday practice. "One label reel is enough to get us through one and a half days per device. The interruptions for reel changes are therefore negligible," says Gaus.

Fast three step approach

The setup of the Etica label printer was precisely adapted for use in the Globus Meisterbäckerei locations. Yves Noailles, Technical Support employee at METTLER TOLEDO comments, "We have spoken with the employees, gathered their desires for improvement and in this way were able to slim down the selection options on the touch screen more and more. Select items using the PLU, start label printing, quit printing. These three steps now cover everything. Even new employees are quickly able to manage the operation after even the fastest time." Especially practical: employees can look up and select the PLUs using the Matchcode Search function directly on the labeler. In order for this to go as quickly as possible,

the offered selection is limited just to product groups that are relevant for the department. Yves Noailles: "Therefore, entering 'L' plus 'A' brings me right to Laugengebäck (pretzels) in the baked goods, whereas in the pastry shop and in the ice cream section, this product group is logically not even included in the first place."

Additional information on the cell phone

Usually, for bread and rolls, two lines suffice for recipe and ingredients, while with label fine printing on pastry products, on the other hand, it gets tighter. Therefore, little space to use around the label in addition to the essential information for extra consumer information. "However, whoever does not want to forego the additional information can put it on the label via a QR bar code," disclosed Hans Börner, who went on to say, "We can assume that smart phones will play an increasingly important role in our purchasing. QR codes therefore might increasingly become the standard for additional information."

Mettler-Toledo (Albstadt) GmbH

Unter dem Malesfelsen 34
72458 Albstadt/Ebingen
Tel. +49 (7431) 140
Fax: +49 (7431)300

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