

Press release

**Efficient coding & marking for the dairy industry
with LEIBINGER printers at the Puracenter regional dairy:**

A successful dairy business – small, but big on coding & marking

Tuttlingen (Germany), 14th November 2024 – The direct marketing of agricultural products is experiencing a strong upturn. Dairy products from the region, in particular, are becoming increasingly popular as more and more consumers are paying closer attention to sustainability, quality and regionality. This is a real opportunity for local dairies and cooperatives to position themselves in the market and to serve the growing need for proximity between producers and consumers.

The Puracenter dairy in the Swiss town of Lenzerheide perfectly captures the spirit of the times – and demonstrates how successful direct marketing can be. 90% of the milk delivered is certified organic, and a large share of the milk comes from local farmers living within no more than 5 kilometres of the dairy.

Combining heritage and innovation

The dairy farmers of the Swiss Vaz/Obervaz region founded the Milk Producers' Cooperative (DE = Milchproduzentengenossenschaft or MPG) back in the 1920s. In 1996, the cooperative took over a grocery store and began processing the regional milk itself. In the same year, MPG founded Puracenter and entered into a partnership with SPAR Handels AG. This collaboration made it possible to maintain and expand small shops under Puracenter's management and offer local products in the 'SPAR supermarket'. Moreover, the purchase of the manufactured dairy products was guaranteed.

Growth and state-of-the-art production

In 1996, the Puracenter dairy produced its first pasteurised milk. In the following years, the dairy's turnover and production capacities doubled. In 2011, a new dairy plant and an administrative building were opened. Today, Puracenter produces not only pasteurised milk but also high-quality cheese specialities, yoghurts, butter and cheese fondues – always under the 'regionality and quality' maxim.

The challenges facing smaller dairies

A willingness to market directly and the interaction between farmers, dairies, retailers and consumers are decisive for success. Nonetheless, small businesses face similar challenges to large companies: strict hygiene regulations, packaging and coding all have to be adhered to. Carlo Wasescha,

Deputy Managing Director of Puracenter, highlights: “Although we’re a small company, our product diversity calls for a large number of technical processes. And the coding & marking of our products plays a key role. In this area, we have been partnering very successfully with LEIBINGER for several years. We started with a printer for coding and dating our milk packaging. Later, we added further printing solutions for other dairy products.”

LEIBINGER printers: Ideal for the dairy industry

LEIBINGER industrial printers are ideally suited to meet the specific requirements of both small and large dairies. The printers work reliably in damp production environments as well as with frequent, intensive cleaning cycles – without experiencing any issues. Depending on the model, LEIBINGER printers are equipped with protection classes IP54, IP56 and IP66, and are built to withstand harsh production conditions.

Puracenter uses for its product marking both smaller printing solutions such as the JET2 NEO for the semi-automatic filling of yoghurt pots, as well as the IQJET, the most powerful printer for fully automatic filling of milk cartons, made from 100% renewable raw materials. A special food ink is used in both printers. This meets the requirements of the EU and the US Food and Drug Administration (FDA) for printing on food packaging.

For Puracenter, print speed was not a critical factor. For dairy bottling plants with higher demands, LEIBINGER offers the JET Rapid, a high-speed printer that reaches up to 806 m/min.

Absolute reliability and easy handling

A further advantage of LEIBINGER printers is their outstanding availability. Even after long breaks or during seasonal use, they print immediately in the usual quality – made possible by the specially engineered, fully automatic nozzle sealing technology, also known as Sealtronic technology, which is built into all LEIBINGER printers. In the case of the new IQJET printer, the cutting-edge nozzle sealing system has been further enhanced with smart ink management, known as IQPRINT technology

Chris Altthaler, Production Manager at Puracenter, praises the printers’ exceptional reliability: “We never run into any problems when production begins. Everything works immediately and the print quality is always consistently high. Customer service is very responsive and very accommodating if questions arise. I was especially impressed by how smoothly our new IQJET printer runs – it performs flawlessly. To make adjustments, I simply insert a USB stick, send the data by email to the support team at LEIBINGER and they quickly send me their evaluations. The purchase process was also straightforward. The advice we were given was excellent and the products are described superbly. By the time we made our decision, we knew we had selected the right printers to meet our specific needs. Overall, we are extremely impressed with the seamless interaction of service and technology – which is why we will be choosing LEIBINGER again and again.”



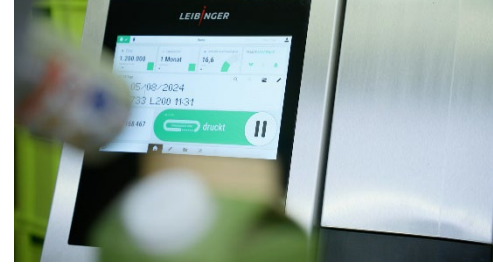
Thanks to the decision in favour of LEIBINGER, those in charge at Puracenter can focus entirely on their main tasks, while the printers ensure reliable, smooth coding & marking.

Why LEIBINGER is the best first choice

LEIBINGER printers are an obvious and excellent choice for dairies of all sizes. Their robustness, ease of use, high availability and low operating costs make them ideal for coding & marking in the dairy industry. From small direct marketers to large dairy enterprises, every company will find the right marking system to suit their specific needs.

If you would like to find out more about the inks and printers in the LEIBINGER portfolio, you can simply visit the LEIBINGER website for detailed information: www.leibinger-group.com

Image captions:

	<p>The milk cartons made from 100% renewable raw materials are automatically marked with an expiration date and batch number by the IQJET during ongoing production.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Ready for delivery: The Puracenter milk is filled and marked with the corresponding production data.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
	<p>Puracenter was particularly impressed by the simple operation of the IQJET printer. The status of all relevant elements can be seen at a glance on the dashboard.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>

	<p>For marking yogurt cups, Puracenter uses the cost-effective JET2 NEO.</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>
 <p>Carlo Wasescha Stellvertretender Geschäftsführer Puracenter AG</p>	<p>“Although we’re a small company, our product diversity calls for a large number of technical processes. And the coding & marking of our products plays a key role. In this area, we have been partnering very successfully with LEIBINGER for several years.”</p> <p>Carlo Wasescha, Deputy Managing Director of Puracenter AG</p> <p>Source: Paul Leibinger GmbH & Co. KG</p>

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Please send a specimen copy to our marketing department upon publication.

About Paul Leibinger GmbH & Co. KG (LEIBINGER)

LEIBINGER is a global specialist for marking and coding systems with its headquarters in Tuttlingen (Baden-Württemberg), Germany. This third-generation family-run company founded in 1948 employs a payroll staff of around 300 employees. Its primary focus is on the development and production of industrial inkjet printers and inks for use in the marking and coding of products. The solutions created by LEIBINGER are defined by their high quality standards and their innovative technologies. As the inventor of a ground-breaking nozzle sealing technology that makes ink-based marking and coding systems significantly less susceptible to contamination, now with tens



of thousands of installations worldwide, LEIBINGER is able to assure higher productivity in the production of food and industrially manufactured products. Through its subsidiaries in the USA and China and its global network of around 150 distribution partners, LEIBINGER is able to maintain a close relationship with its customers right around the world.