

KELGRAY, THE RIGHT WAY TO START YOUR DAY.

INTEGRATION INTO AN EXISTING I.T SYSTEM, ASWELL AS A COMPLEX PALLET LABELLING REQUIREMENT. NO PROBLEM FOR KELGRAY. SOMEONE’S HAD THEIR WEETABIX!



CUSTOMER PROFILE

- ❖ Client
Weetabix
- ❖ Location
Northamptonshire, United Kingdom
- ❖ Industry
Food
- ❖ Software
Kelgray Bespoke
- ❖ Hardware
Mectec

ABOUT THE CLIENT

Weetabix is a global manufacturer of high quality cereal products within the retail market. Brands like Alpen, Ready Brek, Weetos and Weetabix are well known to consumers worldwide. The company headquarters are based in Burton Latimer, Northampton. More than 2000 employees worldwide are involved in producing 36 delicious and wholesome breakfast cereals and bars, which are enjoyed in over 80 countries around the world..

THE PROBLEM

As one of the UK’s leading breakfast cereal manufacturers, Weetabix needed to automate their end of line processing in two production plants at their Burton Latimer site in order to improve product handling, packaging and auto palletisation of their product. As part of this investment an automated print and apply solution was required to apply a GS1 standard A5 SSCC label to two adjacent faces of the pallet.



THE SOLUTION

After various consultations with Kelgray favoured solution for Weetabix was Mectec’s TP601 2 sided Automatic Pallet Labeller. This standard unit from Mectec applies the label on two adjacent faces of the pallet in one complete application and gives Weetabix a labelling solution with high quality and pin-point precision every time.

Mectec welcomes the agreement that Kelgray has signed with Weetabix and looks forward to a sustained and successful partnership..

“We are very proud that Kelgray Products has been chosen as the technology partner in this development and I strongly believe that the quality of the installed Mectec equipment, together with Kelgray’s professionalism and 1st class service will prove their decision to be a fantastic one.”

Marianne Sernevi
Sales Director at Mectec

THE RESULT

Darren Wildman, Sales Director at Kelgray Products says: “Weetabix had decided to replace their old print and apply system as its cost of maintenance had been increasing. Besides reducing these expenses, their additional aspects of choice were to provide easy adaptation to any of their production units, the smooth integration into their existing IT system and a solid, reliable service from the chosen supplier.

Kelgray were able to demonstrate all of these abilities and more, proven throughout their longstanding business relationship with Weetabix, as their chosen supplier of automated print and apply solutions across all other production sites”.



For more information on how Kelgray can automate your labelling process please contact:

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or email: sales@kelgray.co.uk

Useful Links: