

THE PRODUCE NEWS

FOUNDED IN NYC • 1897

Label me flexible: Citrus grower upgrades system

AUGUST 28, 2017

A major citrus grower, Suntreat/Legacy selected Hurst International's Print on Demand Versaprint labeling system because it allows for more flexibility and takes up a considerably smaller area on top of the sizer to run the labels.



Suntreat purchased two of Hurst's patented Dual Cassette Systems, which allows it to run four different style PLUs at the same time. This configuration gives the company the advantage and flexibility to label with all 12 labels while only using two banks and still utilize all their drops and pack bins.

"For our labeling needs, we have four unique style labels, and each style takes all three PLU sizes. We use one Domestic label with 3 PLU's, Two Export labels with 3 PLU's each, and one customer-specific label with 3 PLU's. We need the ability to run 12 labels for all of our orange varieties and we can do so with only 4 label stocks," explained Franco Bernardi,

Suntreat's director of packing operations. "To label with this many PLU's at one time, we would need 12 conventional labeling systems, which would take up 50 feet of space on our sizer. We can run the same number of labels in only 10 feet of space. Hurst's Dual Cassette System gives us the most flexibility with reduced costs because we can also use preprinted labels. We couldn't be happier with the quality and flexibility of these systems."

Hurst International is a leader in fruit labeling technology and the originator of the patented Print on Demand Versaprint labeling system. The innovative system combines technology developed by Hurst to meet the needs of the fruit packaging industry. The Dual Cassette System essentially is two Print on Demand systems on one bank. It has the ability to use two different style labels at the same time, including the Print on Demand and Preprinted or Hybrid. The Hybrid functionality allows for preprinted labels on one cassette and Print on Demand labels on the other cassette. This provides a cost savings advantage because preprinted labels are less expensive to produce. Furthermore, the system also utilizes Hurst's patented Direct Thermal Printing technology allowing packers to label up to 63 different graphics at speeds up to 15 fruits per second with the highest effective application rate in the industry.