

# Kellogg's rolls out automated labelling and traceability solution in compliance with EU regulations



Kellogg's is an American multinational and market leader for breakfast foods, cereals and biscuits. Its head office is based in Battle Creek, Michigan, in the United States. Founded in 1906 by Will Keith Kellogg, his initial aim was to improve the health of the patients in the centre in which he was working. The result was so good that it didn't take long for the orders to come in and then multiply, and today, the company is the world's leading producer of breakfast cereals.

## Labelling solution guarantees traceability and compliance while streamlining warehouse management

Guaranteeing traceability is essential in today's strictly regulated food industry. Which is why the world's leading breakfast cereal producer, Kellogg Manufacturing called on Zetes for a fully automated, efficient labelling solution to minimise its compliance risks.

## Turnkey solution ensures full regulatory compliance

Kellogg's Valls production facility in Tarragona, Spain is now fully equipped with Zetes' state-of-the-art print & apply systems. The integrated system ensures that all pallets are clearly identifiable from both the side and front as per the EU's GS1-128 standard. More importantly, it automates the entire process for fast, accurate and efficient labelling.

## Integrated process

- Individual boxes are scanned before they reach the baling zone by fixed scanners
- All product information is then recorded in the printer-applicator system
- Pallet labels are automatically printed and applied to the side and front of the pallet
- All labels are verified for legibility by a reader integrated into the applicator arm

## Long-term added value

The implemented solution not only guarantees compliance today but is flexible enough to accommodate new demands and new standards in the future. Improved traceability has also resulted in more efficient and effective warehouse management, higher productivity and improved customer service.