



Precise coding for an exemplary company

To meet the strict European standards requiring traceability in the sector, and more specifically the marking of eggs, Huevos Guillén Group has chosen the Markem-Imaje 9450 inkjet printer to code its production of up to 180,000 eggs/hour. The aim is to reduce operating costs and optimize the work of line operators.



Valencia / **SPAIN**

Created in **1984**

+ 500 employees

12 grading sites

+ 150 million dozen eggs
(chicken and quail)

Governed by the **European Egg Production Model** (environmental sustainability, welfare, animal health and food safety)

ISO:14001 and **AENOR** Welfare Quality certification



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Huevos Guillén:

Improving every detail



“With the new Markem-Imaje equipment, we can be sure that every egg will be perfectly marked.”

◀ **Mario Carbonell,**
Technical Manager
(Huevos Guillén)



▲ Huevos Guillén produces more than 150 million dozen eggs per year in its 12 grading sites

What started out as a small family business in Valencia back in the 1960s has now grown into the Huevos Guillén Group, created in 1984 by brothers Benjamín and Joaquín Guillén. Today it has more than 500 employees and 12 grading sites across Spain, all equipped with ultramodern facilities to guarantee the freshness of its products and to meet the strictest health standards.

Since 2004, the European Union has required traceability in the sector and the coding of eggs has become essential. Each egg must indicate the farming system of the laying hens, the country of origin and the identification of the packing center, a difficult task given the product's fragility and the high production levels. To achieve these objectives, a contactless coding method is required that enables the very

high-speed printing (180,000 eggs per hour) of three lines of characters using special certified food-grade inks on equipment that is compatible with existing graders or packers on the market. The choice of this equipment is crucial in terms of guaranteeing the quality, traceability, efficiency and profitability of the product for a company that produces more than 150 million dozen eggs per year and whose sales exceed 190 million euros.





Markem-Imaje 9450, an integrated solution

To improve its production systems, Huevos Guillén Group has decided to incorporate the new generation of Markem-Imaje printers.

“We are replacing our old equipment with the new 9450 1.1M model.

In addition to being able to interact with all our Moba graders, this model optimizes overall equipment effectiveness (OEE) and offers significant reduction in operating costs (TCO),” explains Mario Carbonell, Technical Manager.

In addition, the combination of the printhead resolution and the contrast of the new FC311 ink developed by Markem-Imaje for this equipment enables more characters to be printed in less space, ensuring that all eggs sold are perfectly coded.

“With this equipment, we can reduce our operating costs by at least 20%. The 9450 allows us to change consumables without stopping the printers and reduces the number of printhead cleaning operations. In addition, the smart ink cartridges help reduce human error and optimize everyday tasks,” continues Mario Carbonell.

◀ Designed to adapt to Huevos Guillén's egg graders, the 9450, combined with FC311 ink, ensures all eggs are perfectly coded

“Integration with the Moba egg grader has been simple, fast and efficient, because we could rely on a certified and specially assembled team.”

Huevos Guillén has been working with Markem-Imaje, whose technical and commercial support Mr. Carbonell sees as being crucial, since 2001: “One of the aspects that we most value about Markem-Imaje is its rapid commercial response and excellent quality of service. The all-inclusive agreement we have signed enables us to control our coding and maintenance service costs and thereby avoid production downtime, with the guarantee of being able to change our equipment after a few years.”

For more case studies:
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Photos: Huevos Guillén, ginko-photo.com - 09/2020

Given Huevos Guillén Group's high production output, a fast, efficient and cost-effective coding process was required. That is exactly what the Markem-Imaje 9450 offers. The results are excellent in terms of quality, compatibility and cost reduction, with constant technical and commercial support and a state-of-the-art high-tech product.



a **DOVER** company

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