



# Pepsi Bottling Group

## “One contact fits all”

Featuring small character inkjet printers

**Beverage identification** ■ ■ ■



### High-speed marking ■ ■ ■

At the start of 2009, the biggest producer, distributor and retailer of Pepsi-Cola in the world, the US multinational Pepsi Bottling Group, opened its second plant in Moscow and its sixth site in Russia. “Two high-speed production lines are used to bottle and crate Lipton ice tea, a brand owned by the Anglo-Dutch group Unilever, bottled and distributed by Pepsi-Cola. A third production line, for cans, is expected to be up and running by the end of year, and so we will be able to cover the whole product portfolio,” explains Rajendra Gursahaney, Senior Engineering Director at Pepsi Bottling, responsible for operations in Russia, as well as Mexico, Greece, Turkey and Spain.

The first line produces 24,000 1.5-litre bottles and 32,000 1-litre bottles per hour. In the same amount of time, the second line can fill 45,000 0.6-litre bottles and 32,000 1-litre bottles. All in all, each line produces around 7 million crates per year, each containing 13 to 14 litres of beverages. Once they have been filled, each crate is wrapped in plastic film before leaving the plant

“Markem-Imaje is entirely focused on what its customers need, offering them a one-stop point of contact. If I have a technical problem or just need some information, I call the same number! That kind of service is greatly appreciated.”

**Rajendra Gursahaney, Senior Engineering Director**

**Name:** Domo, second Moscow plant, sixth for the Russian subsidiary of Pepsi Bottling Group

**Location:** Domodevo, in the south of Moscow

**Date created:** 2008

**Number of employees:** 115

**Operations:** bottling of Lipton ice tea, a Unilever group brand

**Annual production:** 14 million units, each containing 13 to 14 litres of tea

destined for the retail market in Moscow and its surrounding area. On each bottle, two lines are printed, each with 11 to 13 characters: the plant initial, the production line number, then the bottling date and time. A third line, indicating the expiry date is embossed on the cap. Finally, an identification code is placed on each crate once filled. These codes meet the quality requirements of Pepsi-Cola, Unilever and the Russian regulations.



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## A single contact ■ ■ ■

In 2008, when the Domo plant was being built, the issue of which printers to choose soon came up. At the time, Martin Bailey, Strategic Account Manager EMEA, presented Markem-Imaje technology to Rajendra Gursahaney and advised him to use 9040 IP65 dual printhead small character inkjet printers. He didn't take much persuading: "The other Moscow plant, operational since 1998, already used Markem-Imaje inkjet printers and personnel there were very happy with

**To mark its Lipton iced tea bottles at its Domodevo plant in Russia, the US Pepsi Bottling Group has kitted itself out with Markem-Imaje 9040 dual printhead printers. Their choice was motivated mainly by the technological quality and customer service provided by the group.**

their performance. What won me over was the technical qualities and efficiency of the equipment; the dual printheads print the bottle and the cap simultaneously, something that the other four Russian plants are incapable of doing. What's more, the cost was very competitive!"

So four machines are installed at the site: two for bottles and two for crates. When making its choice, Pepsi Bottling Group also took into account Markem-Imaje's customer service, in terms of installation, launch of the new equipment, personnel training and after-sales. Rajendra Gursahaney particularly appreciates the fact that he deals with the same person for Russia and the other countries under his responsibility: "Markem-Imaje



**The 9040 IP65 prints two lines of codes on each bottle with 11 to 13 characters: the plant initial, the production line number and the bottling date and time.**

is entirely focused on what its customers need, offering them a one-stop point of contact. If I have a technical problem or just need some information, I call the same number! That kind of service is greatly appreciated," he concludes

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