



Success Story:

Efficiency against the clock

Faprogi benefits from the fastest installation of a complete logistics labelling system within the L'Oréal Group

The Faprogi site, which covers an area of 20,000 m², produces L'Oréal, Garnier and Lascad brand shampoos, conditioners and shower gels, about 230 million units are annually produced on 23 lines.

Within three months and a half, Avery Dennison has successfully set up an effective and fast logistics and identification marking solution to meet the requirements of L'Oréal intensive and precise production and distribution lines at a rate of 26,000 labels printed and applied per day.

Background:

In order to respond to the requirements of mass distribution and improve the traceability of cardboard boxes, L'Oréal decided to set up a marking system involving lot number recognition and lean IT tracking. The project pertains to all of the site's 23 lines operating at an average rate of 25,920 labels printed and applied per day.

Given the requirements for high quality printing and productivity, ink jet and direct thermal printing

techniques were quickly eliminated as options during the pre-study phase.

Finding the ideal solution:

L'Oréal selected Avery Dennison near edge thermal transfer printing which ensures excellent resistance to deterioration and excellent barcode decodability, making it viable to reduce the considerable hidden costs connected with remarking poorly identified boxes (requiring manual reprocessing).

In Short:

Industry: Cosmetics/ Pharmaceutical

Overview:

Faprogi utilises Avery Dennison's print and apply systems, ensuring a fast and reliable logistics labelling system on L'Oréal packaging lines at a rate of 26,000 labels printed and applied per day.

Challenge:

Enhance productivity for cardboard boxes to meet the labelling requirements of intensive production environments.

Product/Solution:

Complete turnkey logistics labelling solution including the Avery Dennison ALX 720 print & apply solution, consumables, integration of the internal production software and label printing software.

New Solution Improvements:

- Fast, accurate application and total system reliability
- Elimination of manual reprocessing due to poorly identified boxes
- Access to Avery Dennison's specialist teams of commercial and technical consultants
- Simplification and automation on a range of critical tasks



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Products and Services

Avery Dennison is a long-time, trusted, supplier to L'Oréal, particularly for pre-printed label application and logistical marking technology solutions. Since Avery Dennison's solutions have demonstrated unparalleled reliability in an intensive production environment, Faproggi naturally turned to the ALX 720 system. To enable the print and apply of adhesive labels to the side of boxes passing through their packaging line.

In addition, the software integration of the solution made it possible to automate tasks and comply with existing process constraints at Faproggi.

Avery Dennison was thus able to provide a turnkey logistics labelling solution comprising of the technology, the consumables and spare parts.

Proven benefits:

Faproggi decided to use Avery Dennison to equip all of its lines. In addition to the proven reliability and sophistication of the equipment, the ability to integrate a complete solution into the existing system and the international

dimension of Avery Dennison were determining factors in L'Oréal's selection decision.

Finally, throughout the project, the varied and specialist Avery Dennison teams were highly involved from concept to completion. Responsiveness, commercial know-how and technical expertise coupled with effective training and quality support from the software department made it possible to simplify and automate a range of important tasks.

"Thanks to the training and the expertise of the Avery Dennison technical team, Faproggi was able to benefit from the fastest installation of a traceability solution within L'Oréal : 23 technological solutions installed in three and a half months!"

**Ms. Muh
Project Engineer
FAPROGI - L'Oréal Group**



Garnier's shampoo from L'Oréal



Avery Dennison ALX 720



Ms. Muh, Project Engineer at Faproggi - L'Oréal Group

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