

**Company:**

Kingsland Wines & Spirits was established 40 years ago and has since grown to become the largest independent bottler of wine and spirits in the UK. Based in Manchester they provide a complete solution from vine to shelf. The company's turnover was £120m in 2004 and employs 150 staff.



**Challenge:**

Kingsland Wines & Spirits (Kingsland) already had a system for identifying wine boxes using an in-house screen printing process. This was slow and expensive and resulted in a high level of wastage.



Kingsland envisaged a system of printing labels off line and applying them to the front of the wine boxes as part of the production process. The label applicator needed to be a wipe on system to cope with a continuous production line, but a suitable system was proving hard to find.

**Solution:**

Having fully understood Kingsland requirements AM Labels were able to customise an existing applicator and supplied a unit for evaluation. Over the next few months the applicator underwent rigorous testing by Kingsland and after some additional modifications the system fully met their requirements.



After the acceptance testing on the first unit AM Labels provided a further four systems to automate more of the Kingsland production lines. AM Labels also provided Zebra Z4M printers and re-winders for the off line label printing.

**Tony Mariani (MD of AM Labels) Commented:**

**“we aim to build a strong partnership with our customers and for a time, we became part of the Kingsland team.**

**With the resources at our disposal we are able to carry out substantial engineering development projects to meet demanding customer requirements. The system supplied to Kingsland proved to be an excellent solution and will be offered as a standard product to other customers.**

### Company Benefits:

With excellent communication and collaboration from both companies the benefits were clear to see.

An increase in productivity was achieved as production lines were faster and more efficient.

**Nigel Smith Company Engineering Manager at Kingsland commented on three main advantages of the new system:**

1) The old method of printing cartons required 4 people across the shift patterns due to the slow manual rate at which the cartons were printed. Under the new print and apply system the printing of labels is managed by just one person as the printers can be programmed and left to run. This has allowed for three employees to be re-assigned elsewhere.

2) Under the old system of carton printing, an automatic additional 5% of cartons were printed to allow for wastage. As the information on each carton is specific to the run, any unused cartons can not be retained for future runs. Hence if the cartons are not used they still have to be scrapped. With the new application carton wastage has been reduced as all unused cartons are returned to Stores at the end of the run.

3) Taking into account the consumables that are required under each system e.g. ink and stereotypes Vs labels, ribbons and print heads the saving using the online label application is £20,000 per year based on 3.25 million labels.



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