



JEFFO Animal Feed: A printer for all purposes - Unique healthy pet treats and snacks



MARKET:

Retail, Food, Pet Food, Snacks, Nutritious Food

APPLICATION:

Product labeling and Labeling of secondary packages

MODEL:

TTP-346MT

Background:

To identify more than 200 different products, Jeffo would use preprinted cartons and packages as well as stickers for goods packed in bags. Applying batch numbers and minimum shelf-life data or making quick changes or applying additional information was very difficult using a hand-held labeler. What made matters even more complicated was the increasing number of languages that were required for selling products in different European countries. In addition, for holidays like Easter or Christmas, customized labels were printed and applied to packages. "Print quality, contrast and even toner-lubrication no longer corresponded to our brand", Jeffo's founder and company manager Jeff Simpson said.

Solution:

TSC's reliable TTP-346MT was selected after an intensive tender process for its high-quality processing and user-friendly touch display. The industrial thermal transfer printer is primarily used for new product marking. The adhesive labels applied to the back of packages contain product information, ingredients, weight, batch number, minimum shelf life data, EAN and QR codes. The two-dimensional QR code can be scanned via smartphones at POS to provide further product information and to download customer testimonial videos. The company prints white, blank, individually produced labels and four-color labels, which can be printed with specific product information. In addition, the versatile model is used for printing address labels, shipping/receiving labels, product labels, commission notes, labels for secondary packages and labels for outgoing pallets.

Benefits:

- Fast and easy printing process on demand
- High efficiency and flexibility
- Excellent print quality
- Maximum transparency with track and trace





MODEL:
TTP-346MT



TTP-346MT Features:

Thanks to TSC's innovative Thermal Smart Control, the printer has excellent print quality. Printing speeds of up to 254 mm per second (10 ips), 300 dpi print resolution, a powerful processor, large memory, internal Ethernet, USB 2.0, USB host and serial interfaces are all standard features. The contrast-colored 4.3" LCD touch panel with six clear buttons is particularly impressive. With its rigid, full die-cast aluminium frame, the TTP-346MT supports a large 8.2 inch outer diameter label roll and up to 600 meter ribbon capacity for high-volume printing. Its powerful TSPL-EZ firmware, which features an integrated, automatic Zebra™ and Eltron™ speech emulation, facilitates integration into existing IT infrastructures and supports common applications such as Oracle, SAP, Unix or AS/400. The printer comes standard with basic label software, so every department at Jeffo's is able to design and print labels independently and quickly on the basis of ready-to-use CI standard templates.

About Jeffo GmbH & Co. KG:

In 2004, Jeff Simpson founded Jeffo's Homemade Goodies. His business quickly developed from a small craft workshop to a successful, internationally operated company under the name Jeffo GmbH & Co. KG. The company specializes in healthy treats and snacks for dogs, cats, horses and small animals. Since 2007, these products have been made at a company-owned production plant and distributed at an integrated logistics center in Markt Schwaben. Increasingly, the food manufacturer is supplying the European market with a variety of high-quality products. Every step of the production process is exclusively done by hand. The master baker only uses the finest organic or premium quality ingredients from the region, without adding sugar, salt, flavor enhancers, colorings or preservatives.



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