# JOY CONE –
# AUTOMATED PRINT & APPLY

## CASE STUDY

## ABOUT THE COMPANY

Joy Cone, one of the world's largest ice cream cone manufacturers, needed to implement a new barcode printer applicator and labeling system to improve customer satisfaction and reduce operating costs. Peak Technologies developed a print-and-apply solution to optimize the company's label application methods.

## BUSINESS CHALLENGE

Joy Cone was experiencing a variety of labeling accuracy issues caused by reliance on manually recorded product data. The company's customers requested labeling with more information and improved accuracy on ice cream cone shipment cases.

## THE SOLUTION

Peak recommended an automated barcode label application system that could be implemented with little downtime and immediate results.

Initially, Joy Cone wanted labels readable from different directions so tow-motor operators could easily identify the boxes. Peak recommended two standard 6" x 4" labels placed on the front and side of the cartons as they come down the conveyor instead of a wrap-around corner label, which is bigger and uses more material.



**INDUSTRY:**
Manufacturing – Food/Food Service

**BUSINESS CHALLENGE:**
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**FEATURED SERVICES:**
Serving retailers, grocers and restaurants, Joy Cone runs over a dozen product lines and more than 350 SKUs.

**KEY BENEFITS:**
As part of an overall project to automate warehouse and shipping functions, the company turned to Peak to develop a print-and-apply solution to optimize label application methods.

In addition to the printer application solution, Peak provided wall-mounted tablet PCs throughout the warehouse, allowing operators to change carton label parameters directly at the line to increase efficiency and reduce the time needed to make changeovers.

## THE RESULTS

The labeling placement was so reliable that Joy Cone redesigned its carton graphics specifically around the labeling area. Meanwhile, a major benefit emerged when evaluating printing costs for corrugated cartons. As part of its previous labeling system, Joy Cone had been special-printing boxes according to each customer. By putting customer information directly on the label, the customer can replace pre-printed customer boxes with generic boxes instead.