

CASE STUDY

Geary Brewing

Incorporated in 1983, Geary Brewing is New England's first craft brewery in the post-prohibition era. This innovative brewery started a craft beer movement when it poured its flagship beer, Geary's Pale Ale, in the winter of 1986, and since then, it has developed an extensive line of heritage beers. The company needed help automating the date coding of cases and reducing preprinted cartons, so it turned to Lindenmeyr Munroe for cost-effective solutions.



CHALLENGES

Geary's labor-intensive manual stamping of date codes on beer cases slowed production and diverted labor resources from more productive tasks. With a proliferation of additional brands and beer formulas, more and more custom-printed cartons were required, along with expensive plate charges, excess and obsolete carton SKUs, and increased space requirements.



SOLUTION

Lindenmeyr Munroe installed MSSC Smart Jet Lite printers on opposite sides of Geary's outfeed conveyor to print date codes, product names, bar codes on cases, and twelve product packs. This workhorse affordable printer prints on porous, semi-porous, and non-porous surfaces and can print barcodes and logos. The Smart-Jet® Lite is widely recognized as the market's most reliable, economical, and compact thermal ink jet coder.

KEY BENEFITS

The customer experienced reduced labor costs, printing plate charges, and carton storage costs. They realized increased economies of scale in purchasing generic cartons and better overall productivity because of a highly reliable yet affordable thermal inkjet printer that could meet most of their variable marking and coding needs.

 Lindenmeyr Munroe

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