

# NEWSLETTER JANUARY 2012

*2011 finally gave way to 2012, and with the New Year comes a series of new initiatives and exciting challenges. We are especially looking forward to offering our customers the new solutions and opportunities which will result from these initiatives.*

## NEW PRODUCTION MACHINERY AND LASER SYSTEMS

In the immediate future, all our production machinery and laser systems will be updated and extended.

To begin with, the operating systems for our lasers will be converted to the latest technology available on the market. By means of OTR control, we will be constantly monitoring the permeability (laser perforations) of the plastic film and, if necessary, automatically adjust hole size and/or distance. At present, this adjustment is done manually. With the new OTR control system, we will subsequently be able to document the size and number of holes i.e. the film's permeability / OTR = Oxygen Transmission Rate.

The documentation is created by constantly saving pictures of the laser-perforated holes which, on request, can be sent to the customer with a certificate showing the technical data.

In late spring, we will be installing new production machinery and more laser systems which will increase our capacity significantly. At the same time, we will be installing a newly developed laser system, which will enable us to apply easy opening and re-sealing functions to the film.

While the extension work is taking place, our production will come to a standstill for 1–2 days, but as we have planned for this well in advance, we do not expect that our delivery times will be affected.

## NEW WEBSITE ON WWW.SCANFRESH.DK

We strive to make life simple for both existing and new customers by turning our website address [www.scanfresh.dk](http://www.scanfresh.dk) into our primary web domain. The new website has been optimised in relation to the browsers and search engines preferred by users and, furthermore, it will work perfectly on smartphones, iPads and similar.

We do hope, of course, that you will pay our website a visit – now and in the future – as we plan to keep it updated and informative for customers and business connections alike.

At the moment, we are very busy preparing Fruit Logistica – after the trade fair, we will upload pictures from our stand and the fair generally

## QR (QUICK RESPONSE) CODES WILL BE INTRODUCED ON FRUIT LOGISTICA

For some time, we have puzzled with the idea of sharing with our customers the product-specific data, which we use in production and stock control.

The reason for this, in the long term, is to facilitate automation and optimisation of order control and, in the short term, to improve customer access to our production data.

The new barcode of our time – the QR code – possesses the security level and the options, which we have been looking for and, consequently, the Scanfresh® films will, in future, carry the QR code which will be printed on both the roll label and the pallet label. Learn more about QR codes here: [http://en.wikipedia.org/wiki/QR\\_Code](http://en.wikipedia.org/wiki/QR_Code)

The QR codes and our new respirometer will be presented on the Fruit Logistica trade fair in Berlin which will take place during February 8-10.

We do hope that you will drop by our stand in **HALL 4.1 – Stand B09** to test our new initiatives or just to hear more about them.

