



What Jenton Dimaco does...

We save companies from having their packaged goods rejected by their supermarket customers and the costs (financial and reputational) and fines associated with that.

How?

We greatly reduce the possibility of processed/packaged food (e.g., ready meals, mince, burgers, chickens) leaving the factory incorrectly labelled.

Why is this important?

Mislabelling is one of the biggest causes of emergency product withdrawals (EPW) by supermarkets. In almost every case this results in the food being returned to the processor and destroyed all at their cost. It also often results in breach of contract fines and further long-term penalties. This excludes the horrific environmental & moral implications of creating food then destroying it all for the want of a correct label.

What is so important about the label?

They contain large volumes of data – some variable and some fixed. Fixed includes product name & allergens. Variable includes price, weight, use by date, country of origin & cooking times (as a function of weight). The wrong label can be misleading (e.g., chipolatas instead of sausages) or dangerous (e.g., not disclosing allergens or incorrect use by date).

Isn't this just obvious?

Yes, but humans are involved! If all operators did their jobs correctly and all machinery (e.g., labellers and weighers) worked 100% of the time then Jenton Dimaco would not exist. We need insurance for many things, and the food industry needs Jenton Dimaco.

What Jenton Dimaco offer

Based on hundreds of successful installations, we offer a refined solution containing world leading hardware and software. We make the machines that sit in production lines on the factory floor, and we have created the software to verify the labels.



Why JentonDimaco?

Dimaco have, over several years, created bespoke versions of a technology used to machine read text - Optical Character Recognition (OCR). The requirement to "read" labels at high speed on randomly shaped packs requires a very specific type of OCR. Jenton Dimaco have created the world's best label OCR algorithms and we have never been beaten in a head-to-head trial.



It's all about the data

Performing the label read is one thing but verifying what has been read is just as important. The Jenton Dimaco solution compares every label with the source production data not operator inputted data. This usually means linking to the core production database to ensure we are verifying against valid data (If an operator sets a printer up to print a use by date of 30 February then there is every chance they would also set the verifier up to check its printing 30 February! We do everything we can to remove operators from our system).



We create an audit trail

We record every single label verification. We record every operator/supervisor intervention (or failure override). We record everything that happens with respect to every label we verify. We then store it securely so the producer has proof that every product they made was correctly labelled.

Contact us to discuss your requirements:

sales@dimaco.co.uk | 01234 851515 | www.dimaco.co.uk