Machinery Lends a Hand  
A MOVE TO A NEW MACHINE INCREASED OUTPUT, 
WHILE REDUCING MANPOWER.

When it first entered the wholesale berry business, Berry Fresh Produce LLC could maintain its steady growth by adding additional employees and matching existing equipment to label its fruit-filled clamshells. Eventually however, the different machines began to create more headaches than they were built to solve. Combine this issue with the rising costs of adding additional employees and the Dominguez Hills, Calif., company decided it was time to upgrade its equipment.

Warehouse manager Daniel Giner sought the advice of the company that provided labels for Berry Fresh and found that they offered a solution that solved both problems.

Challenge: Business growth made manual labeling for clamshells unnecessarily time consuming and expensive.

Solution: Invest in a cost-effective wipe-on labeler that effectively kills two birds with one stone.

“Berry Fresh is a leading national distributor of assorted fresh berries, specifically, fresh blueberries, blackberries, raspberries and strawberries. We are located in Southern California and distribute berries in clamshell ranging from eight ounces up to two pounds. As we’ve grown, our distribution has risen and we now provide, on a wholesale basis, to retail food chains such as Wal-Mart, Costco, Trader Joe’s, Albertson’s, Safeway, Kroger and select food service companies.

In the beginning we used strictly manual labeling and eventually accumulated two different labeling machines and three conveyor belts. This caused several problems including the simple transfer of product. We had to bridge the gap between each conveyor and were constantly adjusting the speed of the belts. Without an operator constantly monitoring the machines, the clamshells would get stuck, pile up and eventually spill over onto the floor.

A change was in order and we spoke with our label distributor Taylor-Made, Lake Oswego, Ore., about any recommendations or potential solutions they might suggest. After talking to them about our needs they immediately suggested Label-Aire’s Model 3015 Wipe-On Primary Applicator to apply our top labels and their 3111 with hot stamp imprinter to apply a sealing label.

By incorporating new Label-Aire labelers, Berry Fresh achieved increased productivity in the same amount of space, while reducing manpower.

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