

## Group of Companies Danone Unimilk

**Hitachi Ink Jet Printers support Danone – a world famous dairy brand – by providing stable production under the strictest quality control environment in Russia.**



**Group of Companies  
Danone Unimilk**  
Danone Industria, Russia, Chekhov  
Maintenance Manager  
**Mr. Igor Sandalov**



The Chekhov Plant of the Group of Companies Danone Unimilk is in the suburb of Chekhov, Moscow. With its modern facilities, it boasts the largest production capacity within the company.

In 1919, in the City of Barcelona, Spain, a small yogurt factory was established.

The yogurt plant, under the name of "Danone" (which was taken from the nickname of Daniel, the son of the founder Mr. Isaac Carasso) later moved its headquarters to Paris and grew into an international food products enterprise included affiliated brands such as "Evian" mineral water and "LU" cereal. This time, we visited the Chekhov Plant of the Group of Companies Danone Unimilk in Russia.

### **Danone dairy products Over 20% market share**

The Danone Unimilk plant is situated one hours drive to the south of Moscow, within a dairy

farms region covered with rich greenery.

Danone first entered into the Russian market in 1992 to import the products they produced in Europe. Delicious and safe, and with its refined package design, Danone products have been welcomed by Russian consumers, and it become a brand you can see at every Russian Breakfast.

In response to the growing Russian market demand, together with the start of Russian domestic production, Danone merged with the Russian dairy products producer Unimilk, and expanded its production capacity.

Throughout the country, 30 factories have been set up and are producing over 130 products.

Not only for the domestic market, these products are also exported to neighboring countries.

The Chekhov Plant, which we visited, has the largest production capacity in the Group of Companies Danone Unimilk.

It can produce maximum 800 tons of dairy products per day -yogurt 19%, soft cheese 29%, and yogurt drink 34%.

At Danone, to match the diverse tastes and needs of consumers, they are developing products independently in each sales country.

From the taste to the bottle shape and then to the package design, the products sold in Russia are no exception; basically these are "Russian original," planned and developed in Russia.

## Safe and delicious products Created under strict quality control.

What sort of approach does the Group of Companies Danone Unimilk take in producing dairy products in Russia, where a vast land area of approx. 9000 km from east to west, and for delivering them to the consumer while they are fresh? We heard from Mr. Igor Sandalov, the Maintenance Manager of Group of Companies Danone Unimilk.

"To deliver delicious and safe products to the customer, we must meet the quality standards set by the Russian Government, and in production we also follow an even more strict independent quality assurance system.

As part of this, we would like to introduce a system which we call the "3-day Guarantee". We pick a sample of our products, keep them in a special environment for three

days and inspect whether they comply with our company's quality control or not. If they cannot meet the standard, all the products including the already shipped portion are immediately removed from the market. In this way, we always provide safe products to the customer - by checking the actual products under a special environment.

Moreover, with respect to expiration dates, Danone sets shorter time than those of other manufactures, this is a proof that the 'yogurt is alive.'

## Hitachi Ink Jet Printers to high-speed lines

Hitachi Ink Jet Printers support the strict quality controls of the Group of Companies Danone Unimilk.

There are 40 Ink Jet Printers under operation at the Chekhov Plant for printing the expiration date and quality control information on the finished product package.

We understand that the reason for installing Hitachi Ink Jet Printers were their great adaptability to high-speed lines.

We heard from Mr. Alexey Trach,



- ① Based on Danone's proprietary strict quality controls, safe and delicious products are produced.
- ② The products are primarily for the Russian market and are "Russia original" planned and developed in Russia.
- ③ Beautiful package design is one of the special things about Danone products. It boasts a broad lineup from fruit flavoured yogurt to cereal-combination products.



There are 40 units of the PXR-H450W models in 16 lines. Ingenuity has been employed by memorizing the print settings on each line in all of the Ink Jet Printers to enable swapping and repositioning the lines.

the Packaging Maintenance Manager of Group of Companies Danone Unimilk.

“Actually, in the past we were using Ink Jet Printers from another manufacturer, but when we increased the package line speed, we had trouble with the print quality. Then we consulted with Forintek and were advised to try with the Hitachi Ink Jet Printers. As a result of our tests, we found no printing problems. We got a feel for its capacity to adapt well to a high-speed line. Thus we decided to switch to Hitachi Ink Jet Printers at the Chekhov Plant. Currently, there are 40 PXR

series Ink Jet Printers on 16 package lines. These are all PXR-H450W models for high-speed printing..

“We decided to standardize with the PXR-H450W, the high-speed printing machine, for reasons of compatibility. The high-speed package lines that can handle a maximum of 36,000 boxes per hour are limited so there was no need to renew all the 40 units with the high-speed printing machines but giving consideration to repositioning the lines and backup in the event that trouble were to arise with the Ink Jet Printers, we decided to purchase all PXR-H450W

models.”

### Superior reliability and durability Backing up stable production

Customer chose Hitachi PXR series for its capacity to high-speed lines. So how is the user evaluation for Hitachi Ink Jet Printers?

We heard from Mr. Eduard Poveljev, Packaging Supervisor of the Group of Companies Danone Unimilk. “We don’t have any trouble with Hitachi Ink Jet Printers despite the environment of high heat and humidity. It supports stable production.



① Hitachi Ink Jet Printers can provide stable printing on high-speed lines. ②③ The clear printing is free from spreading or misalignment. ④ The operating panel displays Russian language and has an easy to use interface. ⑤ We sell Hitachi Ink Jet Printers in 108 countries. We work hard to bring attractive products to our customers around the world; the multi lingual operation manuals are one of the examples.



The PXR-H450W is inserted into a package line that is capable of a maximum of 36,000 units per hour. Superior reliability and durability minimize downtime and support stable production. At the same time, maintenance cost control is achieved.



**Danone Industria, Russia, Chekhov**  
**Packaging Supervisor**  
**Mr. Eduard Poveljev**



**Danone Industria, Russia, Chekhov**  
**Packaging Maintenance Manager**  
**Mr. Alexey Trach**

When we were using the Ink Jet Printers of another manufacturer we often had trouble, and the staff who were in charge of maintenance always wore clothes stained with black ink.

Since we adopted the Hitachi Ink Jet Printers, the downtime has been dramatically reduced, and as the person in charge of the package line, I am comfortable with using it."

The maintenance costs of Ink Jet Printers have come down, since service requests have decreased compared with our

previous supplier. Superior reliability and durability, which characterize the Hitachi Ink Jet Printers, have realized less downtime together with running costs.

At Hitachi Industrial Equipment Systems, to offer our superior Ink Jet Printers to customers all over the world, we aggressively conduct a design that takes into account all sorts of different user environments which can differ according to the country and region together with multi-

language handling capabilities. Currently customers in 108 countries are using our products.

With the feedback of the Group of Companies Danone Unimilk this time, Forintek and Hitachi Industrial Equipment Systems will work hard to develop even more attractive products and support system for the future.

## Comments from the person in charge of Hitachi Industrial Equipment Systems products



**FORINTEK Mr.Slava Averin**

I have worked for over 20 years in the continuous ink jet printers industry. I feel Hitachi Ink Jet Printers are the most reliable and durable machine work with decent technical potential. Our Hitachi users don't have much complains. Most of them have been previously using different continuous ink jet printers but trying Hitachi brand, they switched without much hesitation. We are very pleased to representing Hitachi.



**FORINTEK Mr.Alexander Stepanov**

Hitachi is widely known and has an excellent reputation in Russia. Our progress to the market of ink jet printers has been rapid. Hitachi Ink Jet Printers work well at high speed, and are efficient due to their intuitive interface. We created some of our best marketing and advertising campaigns ever for Hitachi, which resulted in lots of sales. It has been a great adventure and I look forward to continuing to promote Hitachi Ink Jet Printers to our market.



**Hitachi Europe GmbH**  
**Distribution Manager Inkjet**  
**Mr. Juergen Gerigk**

In 2005, Forintek sold the first Hitachi Ink Jet Printer in the Russian Market. Within the years, Danone became their biggest customer, counting with more than 40 high-speed machines. The reliability of the machines and the excellent service provided by Forintek supported Danone to become one of the biggest manufacturers of dairy products in Russia today. Within the years Forintek created an atmosphere of trust. We are proud of having provided excellent technical solutions and are pleased to attend Danone's growth in Russia.