



## CASE STUDY



## Milk bottles labelling for COWLESS milc

# A unique, self-developed production process



Project developed by Etipack BV

## THE COMPANY

### COWLESS milc B.V

In addition to environmentally responsible business, ecology is also increasingly important in production and packaging of food. COWLESS milc has built an ecologically responsible way to produce plant-based milk by planting cashew trees at farms. This way CO2 is not emitted but absorbed, which contributes to its reduction in the atmosphere. In addition, biodiversity, animal welfare and soil quality are increased.



## THE CHALLENGE

Designing a system tailored for integration into a completely new production process

Every step of the production process is carefully considered; nature and the people behind the production always come first. For the production of the nut milk a completely new production line was assembled in the Netherlands in Ouderkerk on the Amstel. COWLESS milc for a unique, self-

developed production process, started looking for specialized machine manufacturers and, for labelling the glass bottles, Etipack BV was contacted. After an intense process of design, both of the adhesives for the label and line specifications, the company finally installed an Etipack System 5.



## THE SOLUTION

**Customized system 5  
for the application of  
three labels: front-back  
and sealing labels**

System 5 consists of several modules for the application of adhesive labels. At the input of the system, the bottles are spaced by means of two DRP side belts. A seal label is placed on top of the cap, which is then pushed on the side of the bottle with a pneumatic roller. This guarantees the daily fresh quality of the milk. When the seal has been applied, the bottle is clamped between an upper belt and the conveyor belt. Two Strong 200 label dispensers, apply one front and one back label. The label on the back is first marked with lot number and production date. At the end of the labelling system, the labels are further adhered thanks to two large application rollers.



[WATCH VIDEO](#)



## RESULTS

### Perfect and optimum application of labels on the product

Etipack has been known for many years as a reliable partner for labelling projects. Etipack's extensive range of labelling systems makes it possible to customize standard systems with different standard modules. The years of experience and personal involvement in finding the best solution is confirmed again with this collaboration with COWLESS milc.

Original case study available at [www.etipack.nl](http://www.etipack.nl)



## ABOUT ETIPACK

Etipack designs, manufactures and sells systems for labelling and coding with self-adhesive labels, feeders and pick&place machines for the distribution and handling of products. Etipack is an international group of subsidiaries and affiliates, part of the Possehl Identification Solutions division of the German Possehl Group. With over 40 years of experience, it offers a wide range of robust and modular machines for standard and customised solutions - made in Italy.

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