



CASE STUDY

Number: 021



CLIENT

COTYASTOR, S.A.
Barcelona, SPAIN
www.cotyastor.com

COUNTRY

Spain

INDUSTRIES

Perfume

SUBSTRATE

Crystal

LASER SOLD

K-1030 Plus

Coty is one of the world's largest fragrance companies in the world with offices in more than 30 countries, it is considered a global leader in the beauty industry.

In this special sector it is frequent to find on the bottom of the bottle a label with the manufacturer's details, product reference, volume, symbols etc. With the new designs and formats of perfumes bottles and beauty products, each time it is more and more difficult to place the label, the space is limited and sometimes we find out there are adherence problems.

Bearing in mind the needs expressed by Coty's office Macsa decided to go for laser coding. All Coty's concerns regarding image and style of the product were cleared up by a laser marking. The Macsa laser printed all the necessary information with a high quality and at the same time enabled Coty to change and create new labels the fastest and easiest possible way, avoiding labeling storage and promoting the quick changes in the basis of production needs.

The installation comprised 5 K-1030 Plus Macsa lasers plus software and a PC panel. Four lasers were installed to code on the crystal bottom and the fifth the lot number directly on the perfume case. All the coding processes were controlled directly from the PC, registering the product to be code with the software and selecting the product reference automatically; all this data was sent to be marked at the bottom of the bottles and also the batch number to the case.

Why choose Macsa lasers? "We were pleased with Macsa, it is a company committed to production quality and product traceability. We value so much its capacity of giving us accomplished and worthy solutions."

