



Laser marking on paper in the beverage sector



KEY FACTS

**CLIENT**  
COBEGA  
[www.cobega.es](http://www.cobega.es)

**COUNTRY**  
Spain

**INDUSTRY**  
Beverage

**LASER SOLD**  
KIP-1070 PLUS SHS

**SUBSTRATE**  
Paper

**APPLICATION**  
Coca Cola bottle labels



Coca-Cola was invented in 1886 in Atlanta, Georgia. During the first year, sales of Coca-Cola averaged nine drinks a day, adding up to total sales for that year of \$50. Today, products of The Coca-Cola Company are consumed at the rate of more than one billion drinks per day in over 200 countries.

Coca-Cola arrived in Spain in the 1920's, but was not produced in big scale until 1951, when Cobega, the first Coca-Cola bottling plant in Spain, was founded. Currently, in the new Cobega plant in Martorelles, the bottling process includes elaboration of the basic syrup, fabrication of the finished drink, packaging and classification of recycled bottles.

Cobega has a traceability system that they use for all their products. They used ink-jet systems in order to print traceability codes on bottles and cans. They marked 2 lines of text: one mentioning the lot number and the other one mentioning the BBE date. Because of the high maintenance cost of the ink-jet systems, they studied the possibility of replacing these by laser technology. MACSA studied the case and made a specific project to laser mark 2 lines of text at a very high speed on 20cl Coca-Cola bottles.

MACSA came out with the solution of integrating 2 super high speed K-1070 Plus SHS Split IP65 lasers, which enabled Cobega to print 2 lines of text on the bottle label at 70 000 bottles/ hour.



Every component is placed out of the aggressive-environmental area, except for the small split head which is fully protected from water and dust with stainless steel accessories. An adjustable stand which holds the laser tube was also installed, so that the system perfectly adapts to the desired working distance.

“We were looking for reducing ink-jet maintenance costs and maximize production in a dusty environment without renouncing to high speed coding. Macsa were the only ones providing us with a very suitable, fast and reliable solution which covered all our needs”.

