



Shanghai Huayin Commodity Co Ltd

Modern technology in cosmetics industry

"We were impressed by the printer 9028 from Markem-Imaje, by its ease of maintenance and the fast start-up that it offers." Zhong Wei Ming, Bee & Flower Production Manager

Shanghai / **CHINA**

Founded in **1985**

Brand: **Bee and Flower**

Production, packaging and distribution of shampoos and conditioners for the Chinese market

"We found that ink and additive cartridge replacement was much easier compared to what we were doing with the previous generation of printers we used. During the testing period, we were able to see how safe is the 9028 printer. For us, the process was really conclusive. For the moment, we did not program the change of equipment, but, in the near future, we will probably consider replacing them with 9028 printers", says Zhong Wei Ming , Production Manager at Bee & Flower



Located in Shanghai, on the east coast of China, Shanghai Huayin Corporation has over 30 years of experience in the production of shampoos and hair conditioners under the brand Bee & Flower, a very popular brand among Chinese consumers. "The Chinese began to use shampoo and replace hair soap because of our products. They are attached to our brand," explains Zhong Wei Ming, Product Manager. "Today, we are still the market leader in China, because we are working hard to meet all consumer requirements. We are committed to delivering beneficial products, of natural origin. Above all, these products are sold across the country, even in the far areas."

Bee & Flower products are certified both ISO 9001 and ISO 14001. Each year, the Shanghai production plant produces tens of thousands of tons of hair care products and oversees all stages of production, from the formula to the product packaging. The current Chinese legislation regarding the labeling of cosmetic products requires that each product to be marked with the date and batch number. As an old Markem-Imaje customer, Bee & Flower operates with eleven small character 9020 printers, placed on bottles filling and packing lines. "Markem-Imaje is a well-known brand which offers extremely reliable equipment. So, we were very

excited to test the new inkjet, small character printer 9028", Zhong Wei Ming continues.

For 3 months, Bee & Flower tested the new Markem-Imaje 9028 Inkjet Printer. Installed on a filling line for rounded bottles of shampoo, with the capacity of 450 ml, the printer was used to print 2 lines of code on the bottom of each PET bottle at a speed of 125 bottles / min. To print on the bottom of the bottles, the print head has to be placed under the conveyor. The 9028 printer was effectively designed on the plug & print principle, with an innovative print head cleaning system, for daily instant start-ups and trouble-free restarts, even after a few weeks of stopping. The people from Bee & Flower also appreciated both the constant quality of the print and the good adherence of the ink on their bottles.



Imark System

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