



Bunbury Farmers Market improves efficiency & product presentation with Wedderburn

Bunbury Farmers Market Overview

The Bunbury Farmers Market has been a thriving business since it began as a small, fresh produce outlet 17 years ago. It now employs 350 people and its product range has expanded to include meat, grocery, bakery, dairy, deli and most recently, ready meals.

The Challenge

When Bunbury Farmers Market first released their range of ready meals, they printed the labels in-house. As the popularity of the range grew, printing sufficient labels to meet demand became a daily challenge, requiring one full-time person and an entire 8 hour shift. But it didn't stop there.

Each product in their ready meals range required several labels to be manually applied to each meal. If anything changed, e.g. a change to the ingredient list, all pre-printed labels had to be thrown out and more labels printed.

As sales in ready meals increased, the need for a more efficient method of labelling each product was required.

The Solution

The management team at Bunbury Farmers Market selected Wedderburn and their range of RGW560II Banding Machines and Consumables.

HIGHLIGHTS

- **About Bunbury Farmers Market:**
A thriving fresh food retailer serving WA customers for over 17 years.
- **Industry:** Fresh Food Retail
- **Company Size:** 350 employees
- **Location:** Bunbury, WA
- **Solution:** RGW560II Banding Machine

This innovative solution offers a new concept in packaging because it eliminates the need for multiple labels. The printed banding labels showcase the product itself while providing important information and secure packaging.

Some important features of the RGW560II Banding Machines include:

- a single banding label to accommodate detailed advertising messages or multiple lines of product information (including use by, packed on, storage instructions, ingredients, weight and price).
- each banding label is secured using a heat seal. This ensures the product is securely packaged without the need for manual taping.



- the banding labels allow consumers a clearer view of the product inside which increases appeal while still providing vital product information.
- the up-market appearance of the transparent or opaque banding labels give products a premium look.
- eliminating manual application means every product tray looks consistent and appealing.
- no label backing paper to dispose of, reducing waste.

Wedderburn and Bunbury Farmers Market's partnership began back in 2003. Bunbury Farmers Market really value having a single point of contact for their equipment and service requirements. As Leith Johnston, GM of Bunbury Farmers Market explained,

“We're a dynamic organisation that needs multiple solutions. When we contact Wedderburn, we know we can go to one place and get everything we need. It makes everything simpler when you work with one attentive and knowledgeable supplier.” -
Leith Johnston GM Bunbury Farmers Market

The Results

For Bunbury Farmers Market, choosing the RGW560II range of Banding Machines has made a huge difference to their business. That's why they purchased two!

Now, instead of taking 8 hours each day to pre-print labels for their ready meals before manually applying them, they now only spend 1 hour printing labels. Most of the work is done by the RGW560II Banding Machines, that's an incredible time and efficiency saver.

In fact, during the first 4 months of use, their RGW560II Banding Machines printed and applied 53,700 ready meal banding labels.

The introduction of the RGW560II Banding Machines has also assisted Bunbury Farmers Market by:

- **reducing label waste.** Now banding labels are printed in real-time so if changes need to be made to the label information, they can do so easily and with minimal waste of pre-printed labels.
- **reducing costs.** Their previous system included separate labels for the barcode, date, nutritional information and promotional labels. Now all that information can be accommodated on one banding label. That means the new equipment is reducing application time as well as printing time.
- **improved presentation and consistent appearance.** Now every ready meal product has the same high quality presentation. It's this consistency of appearance that helps to build trust in their products which is increasing sales even further.



RGW560II Banding Machine

For more information on the RGW560II range of Banding Machines
visit www.wedderburn.com.au