BUCHER
emhart glass

Full traceability of glass containers

Follow the glass container throughout the complete life-cycle from cradle to grave

Keep track of every container throughout its lifetime

Each glass container is marked at its birth with a unique code and all data throughout its life cycle can herewith be attached to it. This enables full traceability and opens opportunities for glass plants, fillers, brand owners and end consumers.

Such opportunities are described in the figure below. Besides supporting the BEG vision of optimizing the glass container forming process with its End to End vision it also provides better authentication to stop counterfeiting. Other advantages include improving everything from the fleet management process of returnable bottles, to inventory management, in-trade tracking, direct marketing and excise control.

Eventually manufacturers will be able to universally track the entire lifecycle of the bottle, and Bucher Emhart Glass is already a world leader in hot glass container laser marking.

Advantages and possibilities

1. Bottle Manufacture Glass Plant

- Key enabler for end to end closed loop control
- Record imagery of specific bottle inspection

2. Returnable Glass Fleet Management

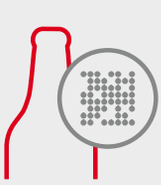
- RB fleet optimisation
- Leasing of RB bottle fleet

3. Packaging – Filling Lines

- Control of filling
- Full traceability

4. Warehouse and Depot

- Product traceability
- Control of secondary distribution

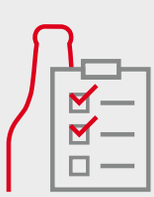


5. Filled product in trade

- In trade tracking, aging and recall

6. Direct Marketing Customer

- Direct access to the consumer
- Flexible promotion activation



7. Government Excise Controls

- Control of government excise
- Verify excised product

8. Authentication – Anti-counterfeit

- Authentication of original product

Two visible solutions, one traceable journey

In glass production plants, ID Mark + and ID Read allow for each container to be tracked from gob to pallet through a unique identifier, storing both Hot End process information and Cold End inspection results and images.

ID MARK+

Using a CO2 laser to inscribe a unique ID code on each container shortly after forming, the precision heat engraving process is carried out at high speed to avoid damaging the glass. As it continues along the production line, every measurement can be viewed at a glance.

ID READ

Reading the data matrix code laser marked on the individual bottle, cold end inspection results and images are connected to the hot end and images are correlated to the hot end data.

Setting industry standards

All of our data matrix codes are under agreement with Cetie, the international technical reference documentation on PET and glass packaging.

Designed as a universal method of tracing individual glass containers, this identification system means we can retrieve key information at any point in the value chain. Cetie will assign a 4-digit code to each glass producer in the world wishing to set up laser marking, which will centrally record the information and be traceable at every stage of the process.

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