



## betaJET verso for marking

„The tastiest peanut butter in the Netherlands“

We would love to share the fantastic scents that float in the De Pindakaaswinkel production hall directly with you at this point. Unfortunately, this is not yet possible. Our tip: Just close your eyes for a moment now and imagine the scent of fresh roasted peanuts.

There is definitely a trend in the food sector. Both manufacturers and consumers are focusing on *sustainability* and *healthy ingredients* in their products.

It is important for the manufacturer to reconcile this already during production. The use of sustainable ingredients is one thing.

Production processes are also being increasingly optimized in the direction of sustainability. For this reason, many manufacturers also rely on the use of eco-friendly coding & marking systems in order to comply with the legally required marking obligation.

These requirements are met by the **betaJET verso** DOD inkjet system from Koenig & Bauer Coding in no exception.

**Reliability without compromises. Coding simple and with high resolution.**

Absolute emission-free, the betaJET impresses with its clean and simple handling. The self-explanatory cartridge change is extremely simple. In combination with constant print readiness and the elimination of regular maintenance intervals, this results in an availability of > 99%.

The printer scores with a sophisticated software concept and highest print quality. The print heads are equipped with an ink saving automatic feature as standard.

*„Our products are free from palm oil and preservatives. It is nice to have a coding system that is free of emissions.“*

*Michiel Vos, De Pindakaaswinkel*





## 01 The task

The product coding of the white lacquered metal lids with flavor and expiry date was done in a rather simple way until now. Each product was marked manually by hand with a stamp and ink. This results in a poor and unsatisfactory print quality.

The planned scale-up of production and the improvement of flexibility and print quality made it necessary to switch to an industrial marking system.

High print quality combined with a high degree of flexibility when changing the print data and a simple handling were the main priorities when searching for a suitable marking system.

## 02 The solution

At a trade exhibition for food, the **betaJET verso** from Koenig & Bauer Coding was completely convincing. The project was born.

The emission-free marking **betaJET verso** fits perfectly into the philosophy of the creator Michiel Vos and his idea of healthy and sustainably produced products. The operation is extremely simple and the cartridge changeover is self-explanatory.

When changing the flavor or language variant, the print data can be changed quickly and easily via the color touch display.

## 03 Michiel Vos

Michiel Vos is the creator and owner of De Pindakaaswinkel. The organic farmer has been a big peanut butter fan from an early age. Still, he missed variation in the existing range. The idea of De Pindakaaswinkel was born.

In 2016 Michiel Vos opened the first store in Amsterdam. Once the store opened its doors in 2016, the response was overwhelming! Today, De Pindakaaswinkel has eight stores in the largest cities in the Netherlands and one in Belgium.

Furthermore, their peanut butter is available through many outlets and also online.

*„Our top products should also impress the customer with high-resolution marking. The betaJET verso offers an easy system with a high level of reliability in everyday production, which helps us to increase our production output every day.*

*Michiel Vos, Creator and Owner of De Pindakaaswinkel*

### betaJET verso – DOD-inkjet systems

Coding with drop-on-demand devices (DOD) is an ideal choice when your focus is on high resolution printing results while printing variable data directly on the production line.

For marking of primary, secondary and tertiary packaging.

**For more information:**  
[coding.koenig-bauer.com](http://coding.koenig-bauer.com)

