



# BA Vidro incorporates Domino technologies onto bottling production lines



## Introduction

Situated in Avintes, Portugal, BA Vidro has specialised in the trade and production of glass bottles since 1912. In recent years, the company has invested in Domino's coding & marking solutions to improve the tracking and traceability of its products.

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## Fast facts

- BA Vidro founded in 1912
- Seven factories across Portugal, Spain and Poland
- Responsible for putting five billion bottles on the market on an annual basis
- 14 **A420i** continuous ink jet (CIJ) printer used for coding directly onto glass bottles

*“We are very pleased with the reliability of the printers and with the level of service provided, but what impressed us the most about Domino was how they demonstrated from the beginning that they are very keen on forging a relationship with us. We can honestly say it’s been a very successful one.”* Joaquim Campos, Maintenance Manager



Founded in 1912, BA Vidro originally specialised in the trade and production of glass bottles, before industrialisation led to a significant business expansion and the construction of its own production factory in Porto in 1930. Throughout the following decades, the company developed a strong presence across Europe, with the acquisition of glass production plants taking place in Spain and Poland in the last 15 years. Today BA Vidro has seven factories to its name that are responsible for putting around five billion bottles on the market annually.

As a certified company (ISO 9001) it is a legal obligation for BA Vidro to ensure its bottles are adequately coded, so that the company is able to track down its products and trace the prime materials in case any quality issues arise. For this reason, coding & marking technologies have always been an essential component in BA Vidro’s production environment.

“A few years ago we realised our coding equipment had become obsolete,” explains Joaquim Campos, Maintenance Manager at BA Vidro. “As a result, we looked into a more up-to-date solution that lived up to our coding and marking expectations and that would ensure we could efficiently track down our products if necessary. It was only after an extensive search and market comparison that we decided to trial Domino’s technology.”

What followed was a challenge for Domino to replace 14 systems that belonged to a direct competitor and that BA Vidro had had in place for years. The A420i ink jet printer was put forward as a solution, before being extensively tested on the bottle manufacturer’s production lines over a period of three months. “Eventually, we came to the conclusion that the A420i was the system best suited to our needs, as it was low on ink consumption and the only ink jet printer on the market that required little to no maintenance,” says Mr Campos.

Ultimately, Domino was not only picked for its offering in terms of equipment, but also for the high quality of the service. Mr Campos explains: “We were pleased with the customer support provided by our previous coding technology supplier, so when the time came to change our service provider we focused a lot on this aspect.”

“We spoke to other Domino customers and took into account their feedback on the level of service and support. The overall response was very positive and we soon realised that this could be the start of a fruitful partnership with Domino.”

It’s been 18 months since the two companies signed their contract and the partnership is already paying off. Currently, BA Vidro’s involvement with the coding systems is minimal. With low maintenance required and no equipment malfunctions reported to date, the bottle manufacturer is convinced it has made the right choice of supplier.

Campos concludes: “We are very pleased with the reliability of the printers and with the level of service provided, but what impressed us the most about Domino was how they demonstrated from the beginning that they are very keen on forging a relationship with us. We can honestly say it’s been a very successful one.”

