



## Laser Marking in the Food Industry

### Safe and quick marking of sausages



#### ■ Josef Steiner Butcher Shop – Snack Bar [www.steiner-fleisch.at](http://www.steiner-fleisch.at)

This butcher shop, headquartered in Marchtrenk, Austria, is a sausage manufacturer with attached restaurant. It is a direct supplier of numerous food stands. It also offers catering of cold plates, warm foods and finger foods under the Steiner brand.

#### ■ The application

Josef Steiner labels his sausages for advertising purposes and to protect his brand name. More than 1000 sausages are labelled daily with the Steiner company's logo.



### Trotec Case Studies

#### ■ The challenge

At Josef Steiner, the quality of the sausages it produces is of the highest importance. Despite the labelling, the sausages' natural taste and shelf life must be retained, and the formation of contaminants must be avoided. The inscribing of a company logo on a sausage may not take longer than 5 seconds. Other challenges have been the creation of a good, high-quality label in order to stand out from the competition, and the creation of a fully-integrated assembly machine.



#### ■ The Trotec solution

The CL 30W SpeedMarker from Trotec was the best solution for this sausage manufacturer. The Galvo laser provides a processing field with automatic sausage assembly. A scientific study found that the laser radiation does not cause a shortening of the shelf life nor does it develop toxic substances. This has been achieved thanks to the appropriate configuration and selection of the laser system in connection with the processing materials and optimized parameterisation used. Thus, the brand name is inscribed in a very short processing time and without any impairment in the quality of the sausages.