



NEWS RELEASE

7 January 2011

IT'S JINGLE BELLS ALL YEAR ROUND FOR ALLEN CODING WITH NEW ORDER FROM WORLD'S OLDEST MAKER OF CHRISTMAS PUDDINGS

The festive season has come early this year for Allen Coding Systems UK (tel: 01438 347770; www.allencoding.co.uk) following the recent installation of four 53Lti thermal transfer coding machines at Derbyshire-based Matthew Walker, the world's oldest manufacturer of Christmas puddings.

Part of food giant Northern Foods, which numbers Fox's biscuits and Goodfella's pizzas among its other household brand names, Matthew Walker has been making premium quality Christmas puddings since 1899.

As well as 'Matthew Walker' branded puddings, the company creates own label puddings, made to individual recipes for the major retailers in the UK and, under licence, for prestigious customers such as Duchy Originals and Harrods.

Geoff Moss, Factory Manager at Matthew Walker, says: "We have been using Allen equipment for well over 12 years and the oldest of the original units supplied by them was replaced only two years ago, so we have definitely had our money's worth!"

Matthew Walker currently has ten of Allen Coding's machines fitted on its production lines, divided between 53LT thermal transfer coders and Compact 205 units.

Explains Geoff: "As the Compact 205 models have been wearing out we have made the decision to replace them with the superior 53LT unit. We have done this in four cases to date, most recently during the summer."

The latest 53LTis are installed on two lanes on the same lines and are being used to label Christmas puddings and sponge puddings. Operating at speeds up to 50 per minute, they apply dates and lot codes on to Matthew Walker's product base labels.

Cont.../

Geoff continues: “We trust Allen as a company and the 53LT model was the one recommended by our sales consultant. When the team saw the demo model in action they were very impressed with its ease of use and quality of print.”

Other benefits include longer between reel changes, less compressed air, quicker code changes than the Compact 205, and less numerals to control. We have been really pleased with Allen’s customer service and the product from sales right through to installation and operation.”

One of the UK’s leading manufacturers of thermal transfer, hot foil and laser coding and marking equipment, Allen Coding is part of the ITW Coding & Marking Division which also comprises Betaprint, Norwood, Diagraph, Trident and AC Codiergate.

ENDS

Press enquiries: Emma Hulse, ELH Communications, Red Cottage, Dorney Wood Road, Burnham, Berks SL1 8PT. Tel: 01628 665593 Mob: 07801 869938 Email: emmahulse@copperstream.co.uk.

For product information please contact Steve Ryan, Allen Coding Systems, Unit 9, Gateway 1000, Whittle Way, Arlington Business Park, Stevenage, Hertfordshire SG1 2FP Tel: 01438 347 770 Web www.allencoding.co.uk