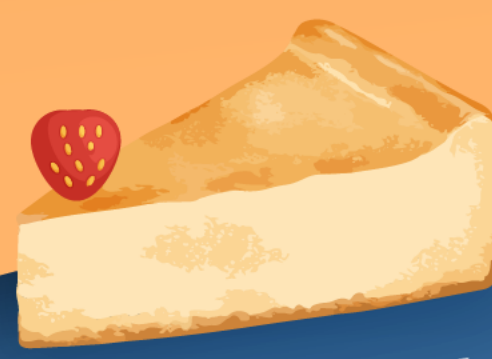


# 5 ways coding can help you increase your slice of the pie in 2024



... and beyond!

## ONE

### Keep up with demand whilst minimising waste

With cost of living being one of the main issues faced by manufacturers and consumers alike, it is now more important than ever to invest in low maintenance, energy efficient coding equipment that has been designed to reduce waste and increase throughput.

**1 in 3** UK businesses reported a drop in turnover in **2023**  
Research by Money.co.uk.

## TWO

### Boost brand aesthetic with speciality and artisan products

Speciality and artisan breads carry a certain aesthetic and it is integral for clean, crisp codes to be present on the packaging in order to maintain the high quality look and feel.

**A study from the Craft Bakers Association found bakery manufacturers...**

**64%** sold up to three sourdough products

**10%** Plan to introduce speciality products

## THREE

### Slice costs and skill shortage with automation

Automation can help drive down operational costs by enabling labour to be utilised elsewhere in the production facility and future-proof from labour shortages.

**85 million** **2030**  
 jobs could go unfilled by  
Research by Forbes.

## FOUR

### Stay on top and in control of changing regulation and product diversification

*With HFSS regulations being phased in from last October, baked goods manufacturers have taken to diversification by adding low fat and reduced calorie products to their range in order to reach crucial store front positions once more.*



By adding new products, this means more SKUs to manage from a production point of view and this is where easy job selection is a must on the packaging lines in order to avoid coding waste and downtime.

## FIVE

### Supercharge your sustainability credentials

With the packaging supply chain working on its sustainability credentials, the focus on compostable or recycled packaging materials is high on the agenda and coding companies are actively involved, working with their partners to create more sustainable inks and recyclable ribbons to boost sustainability for those up the chain.

**2 pt**

Increase in environmental, social and governance (ESG) credibility

**= 1 pt**

Increase in overall business revenue growth

Research by Glow.

## We can help you code onto ▼



- 🕒 Reduce downtime
- ⚡ Boost ROI
- ★ Build reputation

	TTO	CIJ	TIJ	Laser	LPA	LCM
Bread bag	✓	✓				
Bread closure	✓	✓		✓		
Flow pack	✓	✓		✓		
Bag / pouch	✓	✓				
Carton		✓	✓	✓		
Case			✓	✓	✓	✓

## Looking for some coding advice?

Call us free on **01159 640144**  
 Email [enquiries@clearmark.uk](mailto:enquiries@clearmark.uk)  
 or visit [www.clearmark.uk](http://www.clearmark.uk)

