

## Better Packages, Inc. Success Story

# Frito-Lay, Inc.

## Snack food manufacturer

**Frito-Lay in Danville, CT uses the Better Pack 500 Ink Jet System to print cost-effective variable messaging on the cases containing their popular snack foods.**



**Better Pack® 500 Ink Jet System**

Frito-Lay in Danville, Connecticut, distributes many well known snacks around the world, including FRITOS®, LAYS®, CHEETOS® and DORITOS®, and the division uses the **Better Pack 500 Ink Jet System** to seal and code their cartons for distribution all over North America. The “system” is an integrated Better Pack 500 Dispenser—an easy-to-operate, rugged electronic tape dispenser—and high-resolution Ink Jet Printer, which allows Frito-Lay to print variable coding, including date stamps and product IDs, directly on the tape as it is dispensed.

Previously, Danville Frito-Lay used a tape printing method with rubber mat rollers containing fixed messaging. The printing mats needed to be changed on each tape dispenser, every day for each product. The Danville division currently relies on about 45 Better

Pack 500 Ink Jet Systems to deliver simple, straightforward dispensing along with critical variable coding. The Ink Jet technology has enabled Frito-Lay to quickly change coding and messaging to match the processing of the snack food currently being fulfilled without the need to purchase and change over multiple printing mats.

Better Pack dispensers are in use in many Frito-Lay divisions through the United States, including Florida, Indiana, Pennsylvania, Ohio, California, Virginia and Texas. Frito-Lay understands the many benefits of using water-activated tape to seal their cartons and for decades, they have recognized the value and dependability of the Better Pack brand.

Frito-Lay, Inc. has roots that date back to 1932, when C.E. Doolin of San Antonio, Texas, purchased the recipe for FRITOS® and Herman W. Lay formed the H.W. Lay & Company in Nashville, Tennessee. Both companies produced snack foods that have been America’s favorites ever since. In 1961 the two companies merged to become Frito-Lay, Inc., a division of PepsiCo. They employ more than 45,000 workers in the U.S. and Canada, and according to their website, “Frito-Lay brands account for 59% of the U.S. snack chip industry.”

Visit [www.betterpackages.com](http://www.betterpackages.com) and view our quick videos to learn how the Better Pack 500 and Better Pack 500 Ink Jet System can improve the productivity and cost-effectiveness of your shipping processes. Also on the site, you can learn more about BetterSeal Secure Tape and why many government agencies and businesses around the world choose water-activated tape to provide a sustainable, tamper-evident and cost-effective carton seal.

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