



A Division of B&D Industrial

FOOD PACKAGING INDUSTRY

FINDING A BETTER SCANNER SOLUTION

CUSTOMER PROFILE:

A manufacturer in North Georgia that produces goods in numerous shapes and sizes

THE PROBLEM

The customer needed to adapt to a standardized barcode on each of its products, so the company made a significant investment in Cognex scanners only to receive sub-par results. Even after dozens of site visits by the supplier and a competitor, the expensive scanners never met the customer's basic requirements. A second upgrade to install a Cognex camera as a checkpoint also failed to solve the problem.

THE SOLUTION

Engineers from B&D Technologies immediately identified the problem. The capture failure was caused by the optical design of the Cognex barcode readers and checker cameras. Because the products produced by the customer vary in size, they caused depth-of-field problems and field-of-view errors due to the Cognex's optical focus.

The B&D Technologies Applications Engineering Group (AEG) suggested using an entirely different technology: a laser barcode reader from our partner vendor, Datalogic. Unlike optical designs, the Datalogic does not have focus or field-of-view concerns. After testing onsite, the system was approved for a full upgrade. Today, the Datalogic laser reader provides the customer with a 100% success rate, regardless of the shape and size of the products being scanned.



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