

La Brasserie de Tahiti - Imaje

“Two decades of collaboration”

“The quality of Imaje equipment means that we can meet our own requirements as well as those of our customers, such as Coca-Cola or Heineken.”

Laurent Carmona, manager of the Maintenance and New Project department at Brasserie de Tahiti.

La Brasserie de Tahiti, the leading food and beverage company in French Polynesia, manufactures and markets drinks in its own name, and for international brands. It chose Imaje for the marking of its products.

A major player in Polynesian industry

La Brasserie de Tahiti has been a major player in the Polynesian economy for 90 years. Today it produces almost the entire range of drinks in the Coca-Cola portfolio as well as many Schweppes and Orangina products, and it does so in a large variety of formats (cans, PET bottles and returnable bottles). For beers, it mainly produces its exclusive Hinano brand, but also Heineken beer, through a licensing agreement. Increasingly turning to the export market, La Brasserie now markets its Hinano beer in France, Japan, Hawaii and as far afield as California.

All products are individually marked, including crates.

The company, which recently moved all its fizzy drink and beer activities to a single site, also has a spring water (Eau Royale) bottling plant and a fruit juice production plant. La Brasserie de Tahiti manages a number of references and because of this uses a variety of packaging solutions. “For beer, for example, our production rates are around 30,000 cans/hour and 36,000

bottles/hour, representing around 1,500 crates per hour... Every container is individually marked, as is every secondary packaging. Doing this guarantees complete traceability” points out Laurent Carmona, manager of the Maintenance and New Project department. In order to optimize this process, La Brasserie de Tahiti has been equipped with 12 Imaje S7 and S4 inkjet printers which print the production date, the “best-before” date and sometimes a letter code for export purposes. The quality of the equipment means that the company's internal requirements are met as well as those of its customers, such as Coca-Cola or Heineken, who are understandably very demanding in this area.





Every secondary packaging is individually marked, as is every container.

- **Name** Brasserie de Tahiti.
- **Founded** 1914.
- **Activity** Manufacture and distribution of drinks (beers, sodas, fruit juices, mineral waters).
- **Location** French Polynesia, Tahiti (Papeete).
- **Number of employees** 380.
- **2002 turnover** 90 million euros.

Imaje, a partner for almost 20 years

La Brasserie de Tahiti uses a large variety of containers including aluminum cans, glass and plastic (PE and PET) bottles, Tetra Pak briks and even cartons. This enormous variety in terms of size and shape of packaging is an important consideration when it comes to choosing the printing equipment, which has to be easily adaptable. "We've been working with Imaje for 17 years now, and we're very satisfied with the service provided, especially the support they give us for each new project" says Laurent

Imaje solutions are adapted to all materials and shapes.

Carmona, manager of the Maintenance and New Project department. "Recently, Imaje suggested we use an erasable ink for non-returnable bottles, so that we could recycle the bottles more easily." In addition, Imaje listens to the needs of its customers in terms of costs. Proof of this is the recent proposal to base maintenance support for Tahiti in New Zealand, instead of Australia, which is further away "which has meant we have been able to make substantial savings!" concludes Laurent Carmona.



A quality service in spite of distance.



Closer maintenance support.



Solutions that are adapted to a variety of packaging forms.



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