



SUCCESS STORY

Seamless Industrial Printing Upgrade in the Food Processing Sector

Discover how **eutronix, Columbia, and Globalease** teamed up to upgrade over **45 industrial printers** for a leading food manufacturer – all without disrupting daily operations.

This success story showcases the challenge, the collaborative solution, innovative financing, and the impactful results, offering inspiration to food industry professionals and Auto-ID specialists alike.

Target sectors

- Food Processing & Manufacturing
- Ready-Meals & Processed Meat Industry
- Retail & Wholesale Distribution (for packaged food)
- Logistics & Supply Chain (labeling for traceability)
- Auto-ID & Industrial Printing Solutions
- Packaging & Compliance Labeling

The Challenge?

Zero disruption
to daily operations in a high-demand food processing environment

Seamless technology transition
with minimal staff retraining

Financial feasibility
to spread investment costs instead of a large upfront purchase

With an **expiring lease** on the old printer fleet and the need for an upgrade to modern, **network-connected models**, the client turned to **Columbia France** and **eutronix** for a **turnkey solution** that would ensure **operational continuity** and **cost efficiency**.



How can you **upgrade your printer fleet** with modern technology **while keeping your production floor running smoothly and cost-effectively?**

The eutronix Solution: A Smart, Collaborative Approach

To tackle these challenges, **eutronix orchestrated a collaborative, turnkey solution involving all key stakeholders** – the client's operations team, Columbia (the trusted Auto-ID partner), printer manufacturers TSC and Printronix, and financing expert Globalease.

This joint effort ensured that **every aspect**, from technical integration to financing, **was covered**.



TSC MB Series



TSC MX Series



TSC MH Series



Printronix T6000

eutronix suppliers





The eutronix Solution: A Smart, Collaborative Approach



Seamless Transition Planning

Early on, **eutronix coordinated closely with Columbia and the client's IT department** to map out the deployment.

A **“test before invest” approach was taken** – new TSC and Printronix Auto ID printers were provided on a trial basis (Sale or Return), allowing the client to validate that the models met technical requirements and integrated with existing systems.

This testing phase ensured no surprises on installation day and gave the production team confidence in the new devices.

Robust, Compatible Printers

Based on testing and Columbia's recommendations, the company selected over 45 industrial printers **from TSC and Printronix for the fleet renewal**.

These models were selected for their **ruggedness and compatibility** with the production environment – they could withstand the humidity and long operating hours on the food production floor. Critically, the new printers offered **Ethernet and Wi-Fi connectivity**, enabling them to plug into the production network seamlessly and communicate with production management software in real-time.

The user interface and workflows on the new units were similar to the old printers (both TSC/Printronix family), meaning **operators required minimal retraining** – they could literally swap out the hardware and continue printing labels without missing a beat.





The eutronix Solution: A Smart, Collaborative Approach



Efficient Deployment

eutronix and Columbia worked hand-in-hand on a deployment schedule tailored to the production environment.

They anticipated lead times by **pre-ordering equipment so that all 45+ printers were ready for a single, well-coordinated installation.** Old units were replaced methodically across the production line, one station at a time, during planned maintenance windows.

This careful choreography ensured that production never had to halt entirely — as one printer was swapped, others continued running, and the team quickly brought each new device online. Columbia's technical team and eutronix engineers were on-site to manage any issues, but the transition ended up being smooth and on schedule.

Throughout the process, open communication was key.

Regular check-ins among all stakeholders kept everyone aligned. By the end of the rollout, the company had a modern, unified printing infrastructure powering its packaging lines – with zero unplanned downtime during the transition.



The Role of Financing: Smart Leasing with Globalease



Upgrading dozens of industrial printers in one go can represent a significant financial challenge.

To make the investment more accessible, eutronix brought Globalease into the partnership. Globalease structured a tailored leasing solution aligned with the client's operational and budgetary needs:



Fixed-term Lease

A leasing plan (approximately 3 years) was put in place, allowing the client to pay for the new printers over time instead of a large upfront purchase. This preserved cash flow while still enabling an immediate technology refresh.



All-Inclusive Contract

The lease covered the hardware and service package, meaning maintenance and support were bundled into predictable monthly payments. (the internal IT team continued to manage the software side, which was already in place.)



Administrative Ease

Globalease handled financing paperwork and approvals while Eutronix managed administrative requirements by warehousing the printers until approval. Once cleared, the entire batch was delivered and installed in one coordinated effort.

By financing the printers, **The company minimized treasury impact, spreading costs as an operational expense offset by efficiency gains and lower maintenance.** Columbia rarely finances such deals alone, making **Globalease's support invaluable.**

The structured lease enabled the project where a direct purchase might not have.



Results & Impact: Efficiency Up, Costs Down

The new printing solution boosts efficiency with faster, error-free labeling, reduces maintenance costs with **more reliable hardware**, and ensures a seamless transition for staff with **minimal disruption**.

The modern infrastructure is built to support future advancements like **remote management and new labeling technologies**.

With the new printers humming on the production floor, the client quickly began reaping the **benefits of the upgrade**.

1

Operational Efficiency:

- Faster Labeling Process
- Seamless System Integration

2

Cost Reduction:

- Lower Maintenance Needs
- Affordable Spare Parts

3

Smooth Transition:

- Minimal Staff Training
- No Production Disruptions

4

Future-Ready Infrastructure:

- Remote Management Capabilities
- Scalable for New Labeling Technologies

Conclusion

The project not only achieved its **core goals** but also **strengthened the partnership** between all parties.

All partners emerged with an even higher level of **mutual trust**. **Columbia and eutronix** demonstrated that by **working together** and thinking **holistically** (technical + financial solution), they could deliver **immense value** to the client.

The client gained a **state-of-the-art solution** without **straining the budget or halting output** — a true **win-win**. With a modern printer fleet in place, the client is well-equipped to continue delivering high-quality products efficiently.

The success of this project has also opened up discussions for the future, such as **enhanced user training**, exploring **centralized printer management software**, and collaborating on other **industrial projects with Columbia and eutronix**.



Is your production line relying on outdated printing or labeling equipment?

Whether you need **compliance labeling** in the food industry or top **Auto-ID hardware**, eutronix provides tailored solutions. From choosing printers to financing options, we ensure a **seamless upgrade with no downtime**.

Contact our team of experts today.

We're excited to discuss how we can tailor our solutions to meet your unique needs.



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About eutronix

- Dynamic company specializing in hardware solutions and electronic automation equipment
- Value-added distributor
- Founded in 1999
- Headquarters in Belgium
- Branches or subsidiaries in France, the Netherlands and the United Kingdom
- A team of 40+ people

eutronix's markets

- Healthcare
- Hospitality
- Retail
- Leisure
- Transport & logistics
- Industry
- Access control & people identification
- Signalling
- Field service
- Oem & IoT