

# Flexibility plus performance

WITH THE NEW TOAST BREAD PRODUCTION LINE, RUDOLF ÖLZ MEISTERBÄCKER GMBH, DORN-BIRN, AUSTRIA, HAS BEEN ABLE TO TRIPLE ITS TOAST BREAD OUTPUT



**+** 8,000 bread loaves per hour and 15-20 different recipes, amongst them dough made from organic raw materials, as well as numerous packaging sizes ranging from 250 to 900 g – the specification requirements for Ölz' new toast bread line were very demanding. Added to this, there were also some requirements regarding hygienic features which had to be met. One example was that all proofing baskets in the intermediate proofer should be cleaned at any time and in place. Other requirements included surface materials and finishes and the hygienic design of all conveying lines.

The decision for the construction of this line fell in favor of a consortium of WP-IB, WP-Haton and Capway, completed by a Chorleywood mixer by Turkington, and cutting and packaging lines by Ilapak and Hartmann.

The raw materials storage and metering system, a line-spanning concept by Reimelt with indoor and outdoor silos, wheat sourdough tanks, mash tanks and yeast dissolution tanks was largely available already and needed only to be expanded for the new line.

The special features of the new line start with mixing and kneading. Instead of the commonly used two mixers, only one Chorleywood High Speed Mixer by Turkington, with a maximum batch performance of 385 kg and a maximum hourly performance of 5 tons of dough, is positioned at the start of the line. Markus Stammen, Production and Product Development Manager at Ölz, reports: "The mixer is sophisticated and the capacity is sufficient. To us there is no economical reason for a double investment, either in terms of technical availability or in terms of set-up time optimization."

The bread make-up equipment for weights between 500 and 1,100 g/pack and a maximum performance of 8,000 bread loaves per hour was designed by WP-Haton, Panningen, The Netherlands.

A fairly new innovation is the vacuum chamber divider, a coated unit with reduced oil consumption, suitable for wheat dough and mixed dough with a maximum of 30% rye proportion. The division pistons are hydraulically controlled; the chambers are filled in a non-motion mode.

The next step is a traditional rounder. A ventilation unit dries the surfaces of the dough pieces while they are distributed onto two conveying belts. One belt runs through a check weigher. This means that every second dough piece is weighed. In case of deviations, the dough divider is adjusted accordingly.

The swing tray pre-proofer is equipped with special in-place cleaning technology for the swing trays which are then dried with air.

The two subsequent long moulders by WP operate with three pairs of rollers each. The last roller pair is driven via servo motors. This way, the length of the dough piece, the windings during coiling and finally the pore pattern of the dough pieces can be influenced.

The dough pieces are then deposited, in a proven 4-piece mode, into the pans. Top toast varieties that are baked without a lid belong to the innovations of this new line. The shape of the slices of this bread resembles a mushroom. ▶

## The toast bread range

The Ölz' range of toast breads comprises seven varieties:

- + Ölz Butter Toast
- + Ölz Multi-grain Toast
- + Ölz Sandwich Toast
- + Ölz Hotel Toast
- + Ölz Organic Wholemeal Toast

The latest addition to the range, in 2008, was the Ölz Germ Power Toast, wheat toast bread with wheat germs and sunflower seeds +++



## Ölz – The Master Baker

This family enterprise, founded in 1938 in Dornbirn, Vorarlberg, Austria, is ranked number one for baked goods in Austria. Cakes and fine bakery wares are the focus of Ölz' activities. The company is the undisputed market leader in Austria in these segments with 56.6%\*. The third generation family enterprise headed jointly by Bernhard Ölz, Daniela Kapelari-Langebner and Kurz Zischg (finances, organization) also provides toast bread and sandwich bread for the Austrian market. Ölz has a market share for toast bread of 36.4%.

The brand "Ölz – the Master Baker" is clearly positioned in the top quality segment. The unambiguous target of the Ölz company is that the products either taste just like home-made or as if they have been made by an artisan baker. In 2007, Ölz introduced an apricot jelly roll (roulade) in premium quality. It was priced at Euro 3.29 and therefore cost twice as much as the average jelly roll and yet the jelly rolls market increased by more than 40%. In 2008, Ölz opted for a "cake as home-made". The product does not contain any preservatives, artificial flavors and added emulsifiers and sets a new benchmark in the premium cake segment. Another example is the Ölz Topfenplunder, a Danish pastry with quark (a special low fat cheese product). This pastry is as good as the craft baker's products in terms of appearance and taste and it became the most successful innovation in the Austrian baked goods trade last year.

Ölz directly serves the food retail trade in Austria, Southern Germany and Switzerland with a national fresh products service. In Southern Tyrol and Slovenia, a long serving partner works for the company in fresh products service. In 2007, the sales volume of Ölz – the Master Baker was Euro 140.5m which is an increase of about 6% compared to



++ left: Bernhard Ölz (Managing Director), center: Daniela Kapelari-Langebner (Sales & Marketing), right: Markus Stammen (Production manager)

the previous year. For 2008, Ölz expects a two-digit growth rate. Ölz holds a majority participation in the cake bakery, Jomo, which realized about Euro 20.3 m in 2007. Jomo acts independently on the market with its own management.

The current export share of Ölz is about 30% and will increase to 50% within the coming years. Currently, the main export country is Germany where Ölz has entered business relationships with other industrial bakers such as Harry, although the Austrian company also serves the German trade companies directly with Ölz brands and private label products.

In Switzerland, there is a close cooperation with the Coop retail groups for the Ölz brand but also for private label products offered by Coop. According to Ölz, the Central European neighboring states Slovenia, Slovakia and the Czech Republic have the potential for further development of the Ölz brand. In Slovenia, the brand is well established although it is still on a low level in the other countries. However, the market has potential, reports Bernhard Ölz.

The fine baker's wares and toast bread are produced in two facilities in Dornbirn, Vorarlberg, on 11 production lines. The newest equipment is a toast bread line with an hourly capacity of 8,000 products. It supplements the present toast bread line which has an output of 4,000 pieces/hour. +++

\* The figures are derived from market research data by AC Nielsen on the food retail trade, 2007



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++ figure 1



++ figure 2

The downstream proofer is characterized by very gentle handling of the pre-proofed products. The oven with its 144 sqm baking area ensures a uniform baking result under consideration of the latest energy standards. If needed, the next step is the delidding and depanning of the bread loaves.

The loaves are then placed on a belt flushed by a laminar air flow to separate them from environmental air until they have reached the clean room inlet.

They are then transported through the cooling tower in a clean air environment. The products are conveyed inside the clean room to the slicers and then to the bagging units via switches.

The tubular bags are sealed on both sides. Outside the clean room they are equipped with an additional clip and then moved on to secondary packaging and palletizing.

The lidding of the double strap pan sets is done individually for each oven line. This ensures low transport speed thus reducing the noise development. The pan storage which is currently for two different types of pans for toast and sand-

wich bread (with more room for a third type of pan) is positioned above the oven. The lid storage is located directly next to the lidding station. Lids arriving from the delidding station are automatically transported to the lidding station or storage, depending on the actual demand. A new development is the delidder/depanner by Capway. The delidder and the depanner work next to each other at the same position of the belt. The delidder picks the lid, moves it up and places it to the left side of the belt. At the same moment, the depanner slides into position above the baking pan, lifts or sucks the bread from the pan and deposits it to the right onto the discharge belt.

Markus Stammen is pleased with this line. The flour dust-free dough make-up, the clean room concept and the performance requirements were implemented as expected. They proved that the decision made was right. "With this line, we master the span between diversity of variations and high output quantities. We are well set for the market of the future." +++

++ figure 1  
Process silos

++ figure 2  
Vacuum depanner

++ figure 3  
Final packaging



++ figure 3

# Passion for Pastry



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