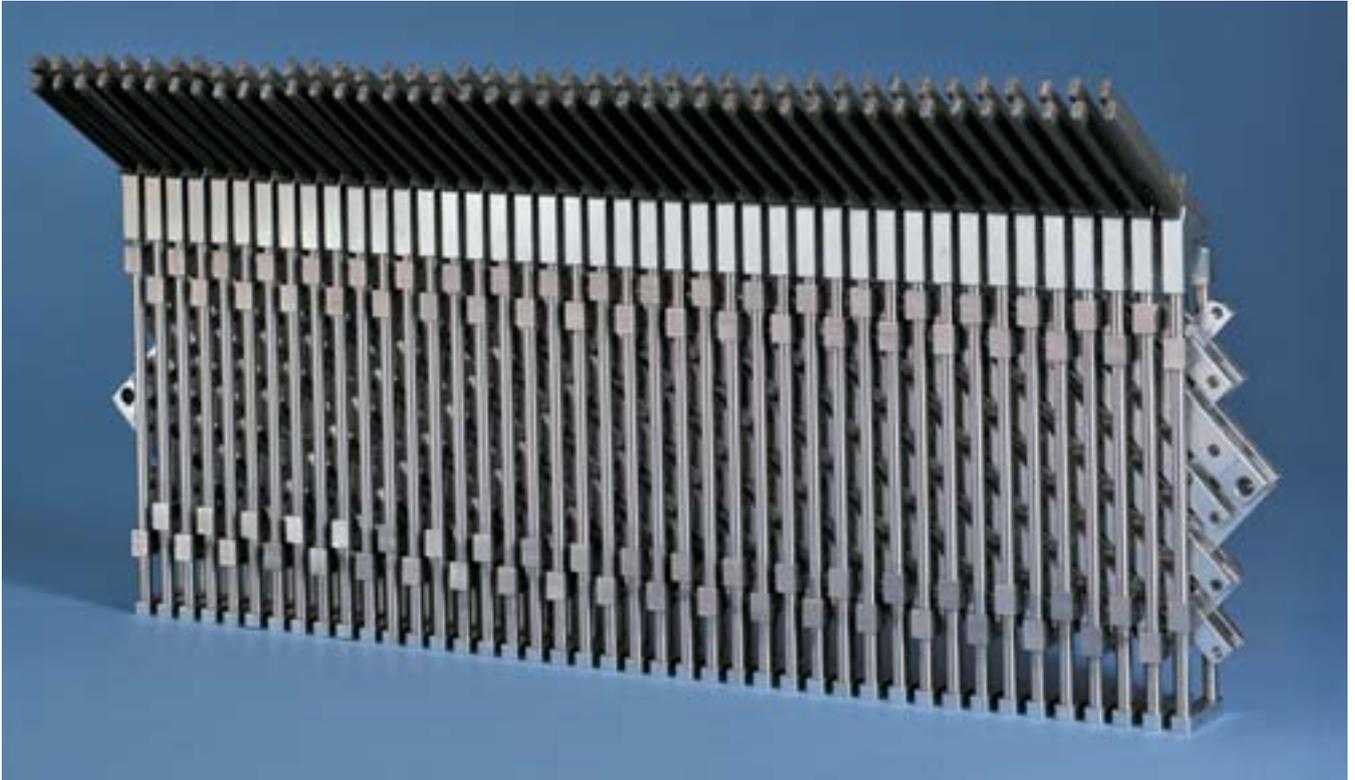


Master of the knife

THE AMERICAN, HANSALOY COMPANY IS ONE OF THE BEST-KNOWN MANUFACTURERS OF SLICING BLADES FOR THE INTERNATIONAL BAKED GOODS' INDUSTRY. BAKING+BISCUIT INTERNATIONAL TALKED TO **ALLAN WRIGHT**, VICE PRESIDENT OF HANSALOY, ABOUT THE FUTURE OF SLICING BREAD AND OTHER BAKED GOODS



+ bbi: Hansaloy is reportedly the "World Leader in Bread Slicing" – can you give us an idea about the size and the geographical spread of your business?

+ Wright: For some years now, we have been more and Hansaloy celebrated its 75th year in business during 2008. Right from the beginning, Hansaloy has been the world's leading supplier of slicing blades to the baking industry. The global baking industry is Hansaloy's primary business. Hansaloy blades and products are sold globally and we have a worldwide network of high quality distributors and agents.

+ bbi: What are the cornerstones of your business? What types of blades and equipment do you sell and which systems are the most popular for slicing bread in the different parts of the world?

+ Wright: Hansaloy sells slicer blades, both band style and reciprocating, for slicing baked food products. In addition to blades, Hansaloy manufactures and sells lattice, blade guides, hones for some band slicing equipment and replacement conveyor chains. However, we are known as "the blade company" and that is our primary business.

Most bread around the world is sliced using scallop edges. Commercial bread slicing is performed primarily with automated band style slicers. This is the standard method in North America, Japan, Australia, New Zealand and Europe and a low cost method as well.

There are still a number of regions around the world that slice bread using reciprocating slicers. However, many of these regions are looking closely at developing band style slicing.

+ bbi: What have been the most important changes in the market and the customer requirements during Hansaloy's 75 years in business?

+ Wright: Much has changed since sliced bread was invented by Otto Rohwedder in the United States, 75 years ago. The variety of bread available to the consumer today is significantly larger than it was even 10 – 15 years ago, let alone 75 years ago. This variety has had a large impact on commercial bakers. Machinery designed to do a small number of varieties years ago is now being asked to make many types of bread at increased production speeds. This essentially forces the customer to select the blade that works best for all varieties they produce.

Understanding the customer's product mix is crucial to successful slicing. In Europe, hard crusted bread with soft, moist interiors can be particularly difficult to slice. Hansaloy has blades designed for all bread types. Matching the correct blade to a customer's product mix will help the customer produce high quality sliced bread.



++ Allan Wright

+ bbi: Twenty years ago, the buying of sliced bread was predominantly popular in the UK and the US, but not in Continental Europe. Here, industrial bakeries only had a small market share and craft bakers only sliced bread upon consumer's request. Today, in most countries, industrial and semi-industrial groups dominate the market. How has this change affected your market?

+ Wright: The demand for our products has certainly increased from a global perspective. As more regions around the world consume sliced bread, the demand for our products increases. It also creates new products that we can offer to our customers. Bread changes from region to region and therefore, different challenges will be present depending upon the product type. Hansaloy must ensure that it understands its customer's slicing requirements and the challenges they present for customers.

+ bbi: What is the situation on the new markets such as Eastern Europe,

the Middle East and Asia?

+ Wright: Hansaloy continues to see development on all these markets. The popularity of sliced bread is no doubt spreading globally, and this has bakers all over the world determining the most

efficient method to produce their product. Automated slicing is more cost effective than hand slicing and that drives the demand for our slicer blades.

In many instances, the emergence of the fast food restaurant industry into the Eastern regions has led the way. Hansaloy has been a partner to the bread and bun suppliers as they have expanded into these regions and has supported the growth of the fast food industry such as McDonald's and KFC.

+ bbi: Anyone who cooks, professional or otherwise, is always very interested in the varied selection of knives on the market and looks out for different steels, different qualities of manufacturing and different ways of sharpening and will ultimately pay a lot of money for the "right" knife. Does a similar situation exist on the professional market for bread and bun slicing blades and what are professional bakeries looking for?

+ Wright: Hansaloy is careful to consider the bakers' needs to balance crust penetration, consistent slice texture, minimal crumb loss, slice ▶

Hansaloy

Hansaloy is a privately held company located in Davenport, Iowa, USA. Hansaloy was founded by John Hansen in 1933 and celebrated our 75th year in business in 2008. Mr. Hansen worked closely with Otto Rohwedder, who developed the first commercial bread slicer, to supply slicing blades. Many of Mr. Hansen's ideas from 75 years ago are still relevant today.

Hansaloy has been supplying the baking industry slicing blades from the inception of sliced bread. Hansaloy blades are "the greatest thing since sliced bread." +++



15TH INTERNATIONAL TRADE FAIR
FOR BAKERY & CONFECTIONERY

- > Leading trade fair in Russia
- > Number 1 for new business contacts
- > A must for your success

www.modernbakery-moscow.com

INNOVATIONS
FOR BAKERY & CONFECTIONERY

MODERN
BAKERY
MOSCOW



>> JUNE 23 – 26, 2009



OST-WEST-PARTNER GmbH
Phone: +49 (0)961 38977-70
www.modernbakery-moscow.com

Market information:

owpbakery.com
International Business Portal for Russia

In cooperation with:



- ASSAGROS
- Russian Bakery Association
- Union of Flour Mills and Cereals Plants
- RF State Bakery Institute
- International Industrial Academy, Moscow
- Institute of Nutrition RAMS
- ASKOND



straightness and also blade life. Bakers tend to look at the total life cycle cost when making blade decisions and consequently the blade unit price is a component of the total life cycle cost. Slicing productivity, crumb loss and product yield are also factors that are important in the cost equation when making blade decisions.

+ bbi: Can you tell us about the different qualities of blades which are available on the market?

+ Wright: Hansaloy blades are designed to provide the baker with a high quality slice at a fair price. That being said, Hansaloy offers two classes of blades: standard and premium.

Standard blades are made from high quality carbon steel. The edge on the blades is a double bevel, continuous grind which provides consistent sharpness from the tip to the tip of the scallop. The grind marks on these blades are perpendicular to the direction of travel of the blade. Standard blades work well on most types of bread and come in 3 types of pitch

(distance between scallop tips); 12.7 mm, 9.5 mm, and 6.3 mm. These blades cost less than the Hansaloy premium blades.

Premium blades are made from the same high quality carbon steel as standard blades. The edge on the blades is also a double bevel, continuous grind. The noticeable difference is the grind marks on these blades which are parallel to the direction of travel of the blade. Premium blades perform best on softer breads and they also generate fewer crumbs than Standard blades. Premium blades are available in 3 types of pitch; 12.7 mm, 9.5 mm and 6.3 mm.

Slicing and bakery environmental conditions, bread types, and even slicing equipment are more important in determining the type of blade to be used than simply the matter of blade price. A lower blade price is not always less expensive in total cost; just as a blade with a higher price does not always mean better slicing regardless of the bread type.

+ bbi: Blades normally need to be sharpened – how often is this required and do you offer this service all over the world?

+ Wright: The best method of sharpening a blade is to use an automatic honing (sharpening) device while the blade is running in the slicer. Hansaloy has an automatic honing system designed for use in a band style slicer. Sharpening the blades while they are installed will firstly ensure the blade has a constant sharpness which will improve overall slicing and secondly will ensure the maximum life from the slicer blade. Blades typically need sharpening every 3,000 loaves, although this can vary depending upon the product mix. The harder the bread and/or the more particulate in the bread, the more frequently the blades need to be sharpened.

+ bbi: Hansaloy sells blades for almost all types of reciprocating slicers – does this involve the customers going to the slicer manufacturer or is there direct contact between Hansaloy and the bakeries?

+ Wright: Bakeries can (and should) contact Hansaloy or a Hansaloy agent/distributor directly. This will ensure the matching of the correct blade to the machine.

+ bbi: Slicing bread with or without oil is a matter of differing opinions. What do you suggest?

+ Wright: As a general rule, simple is better. However, there are a number of applications where oil can improve slicing. Breads with little or no oil in the product can be better sliced with the addition of oil. It is common for the baker to be inclined to add too much oil. This can lead to build-up issues in the slicer and create an oily mess. It is best to start with a small amount of oil and slowly increase the amount.

+ bbi: A lattice slicer needs special blade guides – what kind of blade guides are available and what are the differences?

+ Wright: Today, there are 3 basic types of blade guides available in the marketplace. Firstly, the “standard offset guide” is the basic guide used in a variety of applications. This guide provides a good life span while minimizing the amount of heat that is built up in the blade and guide. Secondly, the “ceramic offset guide” has the same basic geometry as the standard guide except that a piece of ceramic is inserted into the guide. The ceramic is positioned where the blade contacts the blade guide. The ceramic will provide 2 – 3 times the life of a standard guide. Finally, Hansaloy offers a 4 prong guide. This is a specialty guide used where build-up is excessive. The guide has 4 round fingers that have less surface area than the standard and ceramic guides. This allows the blade to dissipate heat much better and reduce the amount of build-up. The trade-off is guide life. For the vast majority of slicing applications, the ceramic offset guide is the better choice in terms of the lowest overall cost and superior performance.

+ bbi: There is much more to slicing than just ‘bread slicing’ – is there a market for bun or roll slicers, baguette slicers and perhaps a market for cakes and tarts?

+ Wright: There is definitely a market for slicing buns, rolls, baguettes, cakes, and tarts. There are a number of bakeries throughout the world baking buns for McDonalds, KFC, Burger King, Wendy’s and others. The popularity of convenience foods will certainly increase the demand for slicer blades. Hansaloy can custom make many styles of blades to match the application that bakers are developing.

+ bbi: What are you planning to introduce at the next iba 2009, in Düsseldorf/Germany, next October?

+ Wright: Hansaloy will be exhibiting with AMS-Kohl in the U.S. pavilion at IBA 2009, in Dusseldorf. As the world’s lead-

er in bread slicing, Hansaloy continues to develop its products to ensure bakers are able to get high quality, low cost slicing blades. Hansaloy’s metallurgical team is constantly searching for new alloys that will improve the blade. Additionally, Hansaloy has an on-going reinvestment in the business to ensure its blades are manufactured with leading edge technology and our costs remain under control.

Hansaloy has been the world’s leader in bread slicing for 75 years and we plan to remain in the same position for the next 75 years. +++

ADVERTISEMENT



WP Werner & Pfleiderer
Industrial Bakery Technologies



think process!

**Complete Lines
Industrial Ovens
Machinery
Continuous Mixers**

*tailor-made solutions for all types of
bread, rolls, crackers, hard and soft biscuits,
moulded biscuits, cookies, pretzels, rusks,
crisp bread and confectionary products.*



Werner & Pfleiderer. Industrielle Backtechnik GmbH. Frankfurter Straße 17. 71732 Tamm. Germany
Fon +49 (0) 71 41-20 20. Fax +49 (0) 71 41-20 21 11. info@wpib.de. www.wpib.de. www.wpbakerygroup.com