

# Hygienic, precise and energy-saving

THE HEINEN FREEZING GMBH & CO. KG, VAREL, GERMANY, HAS BEEN OPERATING INDEPENDENTLY SINCE 2009 UNDER THE UMBRELLA OF THE AMANDUS KAHL GROUP, REINBEK. MANAGING DIRECTOR **JOCHEN HOTTINGER** REPORTS TO BAKING+BISCUIT INTERNATIONAL ABOUT THE CHANGES THAT HAVE OCCURRED IN THE MARKET



**++ Jochen Hottinger**, Managing Director of Heinen Freezing

**+ bbi:** Mr. Hottinger, how do you see developments in the market for bakery refrigeration, and what is happening in this area at the present time?

**+ Hottinger:** The market has developed tremendously in recent years, because frozen baked goods are becoming ever more popular. Of course Heinen has had some benefit from this, not only in relation to freezing, but also in the cooling and proofing areas. This strong development is also reflected in our sales figures: we had sales increases of 20% in 2011 compared to the previous year, i.e. our turnover is now considerably more than EUR 20m.

**+ bbi:** And what has been the effect of the takeover by the Amandus Kahl Group?

**+ Hottinger:** The Group owns a majority shareholding of 75% and we benefit from that! Amandus Kahl has a very broad basis and operates not solely in the food sector as we do, but also in other areas such as animal feeding stuffs, recycling and waste disposal, as well as chemicals, pharmaceuticals and plastics. As a result of the size of the Group, as well as its know-how derived from the various divisions, we ourselves can utilise enormous synergy effects, mainly in marketing and distribution. For example, we operate in

France and Russia through a Kahl representation; the same is planned for the Middle East, also via the Kahl Group. The utilisation of the Amandus Kahl Group's resources, especially in the finance area, speeds up Heinen's current growth and is highly profitable for our development.

**+ bbi:** Looking for a moment in concrete terms at the baking industry and your plants in this segment. How important is this market for Heinen?

**+ Hottinger:** Very important! The baked goods sector represents about 50% of our total turnover, and I expect that it will continue to grow. With almost 50 new plants in the past year, this certainly makes us the market leader in Germany, at least in terms of contract numbers.

**+ bbi:** And what does the situation look like outside of Germany?

**+ Hottinger:** Demand has increased enormously, and the Middle East and South Africa above all have been attractive sales markets for us since 2009. For example, we supported a supermarket chain in Saudi-Arabia, which now produces its own foodstuffs, with a croissant line as the initial equipment for its first factory. Overall we now sell about half of our machines outside Germany.

**+ bbi:** Even though you have gained market leadership in Germany, you probably face competition abroad. For example, as a result of the sale of the Finnish spiral manufacturer Vulcanus to Leipurin ...

**+ Hottinger:** That doesn't worry us. Vulcanus is unquestionably a competitor, but its marketing strategy focuses on specific points. We are well established throughout the world; if you look at Eastern Europe, we are one step ahead in Poland. Nor do we have any intention of reducing our market position, on the contrary.

**+ bbi:** But the wheel will not be reinvented, even in mechanical engineering. So what novelty is there with which you can impress your clients? And in which direction is the trend in the baking sector from a freezer system manufacturer's point of view?

**+ Hottinger:** Although the wheel will not be reinvented, it will become bigger. I must point out that the demand is for ever larger plants and with larger belt widths for these applications as well. Whereas belt widths of 900–1,000 mm were the norm for pizzas in the past, today as a rule we offer belt widths of 1,219–1,422 mm and more! And of course that is also noticeable in the number of units: nowadays the performance of



++ figure 1: The compact duo. – a double drum system with 2 x 18 tiers

these plants is 20,000 pizzas/hour – a couple of years ago it was still only 10,000–12,000 units. In addition we now, to a greater extent, supply complete packages to our clients for proofing-freezing or cooling-freezing, with the associated conveyor technology, integrated into the respective processing lines.

We see a sustained trend towards hygienic design in the baking sector. That was always a requirement in other foodstuff branches as well, but it is being implemented in relation to baked goods, which really did astonish us somewhat at the outset. For example, we had the first demand for fully welded insulation housings from the baked goods sector, not from the meat industry as would have been expected at first sight. In any case, basically we are always asked to design the plants for better cleanability, and we are working constantly on that, e.g. by using aseptic motors that do not have an open blower to cool the motor and can thus be washed down.

Or by drainage outlets, which can be intelligently integrated via laser design at no additional expense. We have now also fitted the first plants with LED lighting. That's very impressive; these lamp elements light up as brightly as two 58 watt fluorescent tubes and are also fully enclosed, so they can be cleaned with a high-pressure cleaner – a development that was unthinkable with fluorescent tubes.

+ **bbi**: Where can you sell this knowledge associated with your machines?

+ **Hottinger**: With all our customers, at home and abroad. That's because the special feature often lies in the detail. ▶

## Your successful calculation

	3,600	pieces per hour
+	3	2- or 1-row operation
+	0.5	to 11.5 oz. weight range
+	40	stored recipe programs
+	24	hour service hotline
+	45	years innovative strength

= 1 Mini Rex Multi

## Koenig - and the calculation works

You would like to have in your bakery an automatic dough dividing and rounding machine that works well and produces high quality products. A machine that can operate with 1-, 2- or 3-rows and is characterized by an enormous weight range from 0.5 oz. to 11.5 oz. A solution that costs less and is reliable. That is our goal. For those who carefully calculate there can only be one choice: a **KOENIG Mini Rex Multi!**



# KOENIG

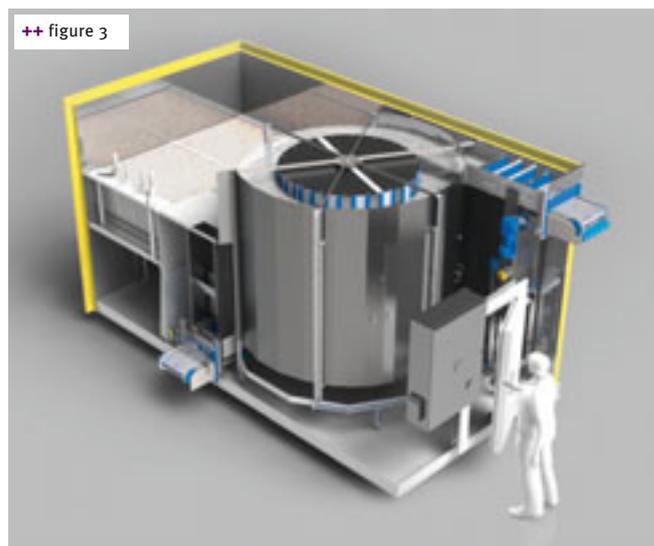
König Maschinen Gesellschaft m.b.H.  
info@koenig-rex.com, www.koenig-rex.com





++ figure 2

++ figure 2: Looking into the arctic. spiral



++ figure 3

++ figure 3: The single tower system compact.

For example: in the case of bread cooling, we have worked on the accuracy of the exit temperature to further minimise process losses with fresh bread. That's because slicing influences the process losses: the more exact the exit temperature, the less losses there are during slicing. Nowadays we guarantee an exit temperature of  $\pm 1$  K; in practice, however, much greater accuracy is possible. And the more accurate the value, the better the end product will be. The baker knows that and we know it.

**+ bbi:** What do things look like in the area of energy saving and for sustainability? At least the first of these is probably an important aspect in the area of freezing.

**+ Hottinger:** Yes, of course that's a big topic, since ultimately 70 % of the energy consumption is due to the fans, for example, the systems in our packfrost. series of models can have an electric motor power consumption of up to 250 kW. We have developed an option called energySAV® across all the model series and have already installed it in our buffer freezers. This means we optimise the energy consumption of the entire system with all its individual components. For example, in the spiral freezers we measure the heat load and we regulate the fans depending on this heat load. Thus the machines are fitted with frequency-controlled fans to enable the rotation speed of the fans to be reduced all the way down to switching off individual fans and air coolers. This sort of thing runs fully automatically in the background. We calculate that in theory this can reduce the energy consumption by up to 90 %

in the case of a freezer in the packfrost. model series. For the arctic. spiral system we also offer, as an additional option, a reinforced insulation housing with a higher insulation value, which consequently saves energy. Although these are all small measures, in their totality they reduce energy consumption and thus unit production costs.

**+ bbi:** One last question, with regard to the year ahead of us: what are your plans, and what are Heinen's commitments for 2012?

**+ Hottinger:** We operate on two levels here – firstly on our products with the detailed developments previously mentioned, and secondly on our provision of service itself. So we will expand our service further in 2012. Through the Kahl Group we now have additional possibilities in the service area, which we will expand in 2012 for the benefit of our international clients, with the result that in Saudi Arabia, for example, we will be able to offer a direct service on the spot. Certainly there are countries that we want to target specifically this year.

**+ bbi:** For example?

**+ Hottinger:** Poland is one of our very strong markets, and interest in active cooling has grown enormously there. However, we will also reinforce our marketing activities towards Hungary, Romania and Bulgaria.

**+ bbi:** Mr. Hottinger, thank you for the interview. +++

