

A journey towards industry

ADRIAN VAN DILLEN, TECHNICAL MANAGEMENT, AND BERND OTTE, COMMERCIAL MANAGEMENT OF THE EMIL KEMPER GMBH COMPANY, RIETBERG, GERMANY, PROMISE NEW AUTOMATION SOLUTIONS FOR THE INDUSTRY IN THIS IBA YEAR. THE BUSINESS, WHICH IS PART OF THE WP BAKERY GROUP, ALSO FORESEES A TREND TOWARDS INCREASINGLY HIGH-PERFORMANCE PLANTS



++ Adrian van Dillen (L), Technical Management, and Bernd Otte, Commercial Management

+ bbi: Automation, networking and hygiene are current issues in the baking sector. What does Kemper have to offer on these topics in this iba year 2012?

+ Otte: We have been working for quite some time on plants where the development places a greater emphasis on hygienic aspects. The keyword is “Kemper CleanTec”.

+ bbi: What does that mean?

+ Otte: CleanTec in this context means very simple, practical solutions that correspond to the realities in bakery businesses, rather than exaggerated theoretical concepts. This often starts simply with easy accessibility for more efficient, easier cleaning. Where I can recognise dirt at first glance, I have an opportunity to respond appropriately. That’s why our CleanTec philosophy ranges from transparent proofing cabinet doors to splash-proof mixer plant drives.

+ bbi: But aren’t all plant constructors actually working on these topics?

+ van Dillen: In principle yes, but in our opinion the mixer systems on the market today are obsolete. The design concepts, e.g. carousel systems, are no longer up-to-date with regard to energy, control, maintenance and hygiene. We want to take account of the latest viewpoints and comply with the most modern hygiene requirements. At the iba we will present mature solutions under the “self-cleaning mixers” heading.

+ bbi: Will that also include a continuous mixing system?

+ van Dillen: We give constant thought to the subject of automation and continuous mixing, and we also have these solutions in our existing product range. However, we will not yet be presenting a newly developed continuous system at the iba.

+ bbi: So what kind of fanfare can visitors to the trade fair look forward to, if at all?

+ van Dillen: For manufacturers of deep-fried pastries we will present new solutions based on small baked goods plants. Deep-fried pastries, especially doughnuts, are a big growth market for us, with a strong demand from the industry for high-performance plants. For this we supply the entire process chain from dough production to the finished product, with a high hourly output capacity. We then collaborate in these projects with established partners, e.g. Zeppelin Reimelt. Our latest plant concepts are currently still being tested, so no further information about them will be available until the trade fair. Another trade fair focal point will be new solutions for purpose-built plants. By this we mean adopting special new approaches for plaited and folded-in bread rolls, far removed from run-of-the-mill split bread roll plants.

+ bbi: Where do you see more growth potential – in the industry or in the artisan area?

+ Otte: We are actively working in both fields, artisan and industrial. The artisan market remains as important to us as ever, which is shown by the positive development of the süd-back trade fair. However, we tend to see industrial clients to a greater extent in an international context at the iba.

+ bbi: Doesn’t that lead to conflicts?

+ Otte: A big challenge for Kemper over the next few years will be how to stand out from the crowd. We want to be able to offer something different to clients, regardless of whether they are artisan or industrial. I don’t see any conflicts here; on the contrary, I think clients will benefit from our experience.

+ van Dillen: Kemper comes with a history based on artisan tradition. Of course much has changed over the last few years. We want to be closer to clients and partners. Collaboration with our clients helps us in the development of innovations, for example, the Quadro RelaxS. Similar to these plants, we also carry out the continuous development of other machines, often in the area of increased performance. In doing this we are able to draw on experience from tried and tested plants, and build on this knowledge.

+ bbi: But where then do you see the opportunity to grow?

+ van Dillen: Around 50 % of our plants are exported. That’s why here at Kemper we are focusing increasingly on world products and the ever-increasing production capacities. We

see a development towards global markets, and processes are becoming ever more industrialised.

+ bbi: Do you have a concrete example?

+ van Dillen: The Congo, Nigeria and Kenya are markets that are growing strongly, although the demand there is for monolines and robust processes. Variety and a hand-crafted appearance play no part in such markets. China, for example, also offers growth potential. Perhaps we cannot compete on price with local suppliers there, but alternatively we can compete with know-how and quality, which simply cannot be copied.

+ bbi: And what do clients in Europe demand?

+ van Dillen: I like to talk about the culture of specialities in the D-A-CH (Germany-Austria-Switzerland) region. In my opinion, you will not find such a varied selection of baked goods in any other regions in the world. That's why highly flexible plants are often required here. The topics of controlling, hygiene and energy play a large role in this case.

+ bbi: But energy consumption comparisons are exactly where the machine constructors have problems!

+ van Dillen: The subject of transparency in energy consumption is a huge construction site, and I would welcome it if clients were given the opportunity to make comparisons. Personally I would very much welcome a neutral authority

to create a uniform standard. The absence of this kind of objectivity leads to a distortion of the realities. Many suppliers make some attempt, but the results are often incomprehensible. We have achieved too little up to now, and I think our clients must and will be given the ability to make energy consumption comparisons.

+ bbi: Do you see any other trends?

+ Otte: The development towards increasingly softer products such as buns is a big trend. The market is also demanding solutions for doughs with a high dough yield and a long dough resting time. These are strategically important areas for Kemper's future. Therefore we will also be presenting innovations in this area at the iba.

The advantage of a group is that we offer our clients synergy effects by pooling know-how. We deal with the entire processes in baked goods production, and the client has only a single contact person or project manager for his plans.

+ van Dillen: Purchased process safety and security is another trend. The industry demands more than simply connecting to a plant. It wants concepts that offer safety and security. This is inextricably linked to the machine technology. Here again there are many considerations, and in Munich we will be offering innovative, sustainable solutions for all areas.

+ bbi: Gentlemen, thank you very much for the interview. +++

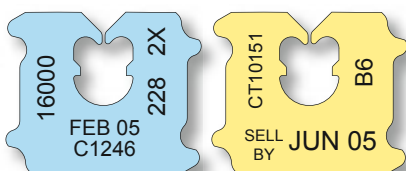
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