



To end up with this...

You need to start with this.

Our **PEERLESS®** and **HALLMARK** roller bar mixers can provide the dough you need for your high volume bread line...while delivering a thorough and consistent mix of ingredients on each and every batch...day in and day out.

Our **dough handling equipment** will transport your bread dough to the make-up area quickly and efficiently... while minimizing the stress associated with other types of dough feeding.

And our full range of **SUPERGRAIN®** bread moulders will enable high speed production...with precise control...and unparalleled cell structure and consistency.

We can help you make the perfect bread. For more information, visit our website at

thepeerlessgroup.us

and click on the **Bread & Roll** hyperlink.

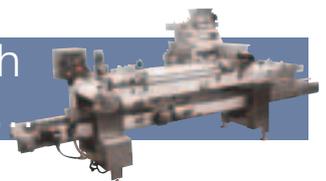


High Speed Roller Bar Mixer



Then this...

Spiral Flow
Dough Feeder



And finish
with this.

Cross Grain Bread Moulder



500 S. Vandemark Road • P.O. Box 769 • Sidney, OH 45365-0769 • U.S.A. • Tel: 937.492.4158
Fax: 937.492.3688 • Email: peerless@thepeerlessgroup.us • Web Address: www.thepeerlessgroup.us

Our Brands: PEERLESS® • HALLMARK • SUPERGRAIN® • PETERS® • FEDCO® • GOODWAY • ROYAL

New dimensions

The change came slowly and almost undetected. When first raw materials turned into standardized raw materials, the users were happy. Standardized raw materials could be used together with standardized processes to make products of somewhat predictable quality. It was no longer necessary to test the ingredients prior to using it in order to find out the baking capability of flour, the water content of butter and the degree of contamination of other raw materials. For all hypocrites who constantly claim that superior quality is only possible with the same processes our ancestors used, I wish that they work exactly under such conditions again.

Standardized raw materials also helped in bakery technology; many technological developments might not have happened without standardized ingredients at all. However, for “everything-was-better-in-earlier-times” fans, the introduction of technical processes must have been the second sin. It is ironical that those cynics never really did the laborious and hard work in the bakeries anyway.

Admittedly, the mechanization of the production had its drawbacks. For a long time the doughs were made machine-processable which not always was beneficial for the final product. However, all that is history now.

The standardized raw materials were followed by the tailor-made ingredients. A grandiose term for what it implies, namely mainly raw materials that have been sorted better and fractionated more precisely. Ingredients whose unpleasant properties were removed, for example by air classifying the flour or by adjusting properties with additives or just by learning how to master the production processes more efficiently.

Up to now, it was the technology splitting the raw materials into parts and changing the properties just like a string of pearls where the order and selection of pearls is changed with different results.

But now we are facing a new dimension. Genetic engineering, nanotechnology and similar scientific advances provide us with processes and methods which can modify the nature of the raw material itself. A pizza that can change its taste depending on which wavelength is used to heat it is a novelty as is the wheat kernel that is no longer dangerous to somebody suffering from celiac disease – thanks to genetic engineering.

For the most part the raw materials that may come into existence will be less spectacular but probably be a big help because they are able to solve problems in production, enhance product safety, ensure traceability but also support wholesomeness as well as being a remedy for health problems. It is an open question whether the pizza with different flavors will solve a real problem or only one just invented to be solved. If during the introductory phase of genetic engineering, one first had considered which problems could be solved with this technology instead of refusing to see the people and their fears because of the dollar signs in one’s eye, this technology would have been accepted more readily today. Nevertheless, it is here and will not disappear.

It is desirable that nanotechnology will succeed not because of the greed of its inventors; but because it can contribute significantly to improved hygiene and safety.

Sincerely yours,




++ Hildegard Keil, editor-in-chief

Your comments or suggestions are always appreciated:

Fax: +49 40 39 90 12 29

Email: keil@foodmultimedia.de