

# Many-faceted bakery

THE GERMAN BAKERY GROUP BÄCKERBUB RECENTLY INVESTED 26M EURO IN BUILDINGS AND NEW TECHNOLOGY TO SUPPLY 610 SALES OUTLETS IN SOUTHERN GERMANY

## ++ figure 1

The new oven is capable of baking 25,000 bread pieces at once. About three minutes are needed to load the oven

## ++ figure 2

The bakery in Mannheim supplies 180 bakeries



**+** In 2004, the Knupfer company in Mannheim became part of the Bäckerbub group and was then renamed the K&U brand. In 2005, the bakery in Mannheim, Germany, realized a sales volume of 42m Euro. Plant manager Hartmut Adelfang is planning to add three more million this year. The entire Bäckerbub group reported a sales volume of 186m Euro for 2005. In Mannheim, 165 employees in a two-shift operation produce fresh baked goods for 180 sales outlets. Last year the plant was heavily reconstructed. The old plant was entirely vacated, renovated and expanded. Now the production area amounts to 9,000 sqm. The pastry shop is located in the older part of the building.

### The bakery

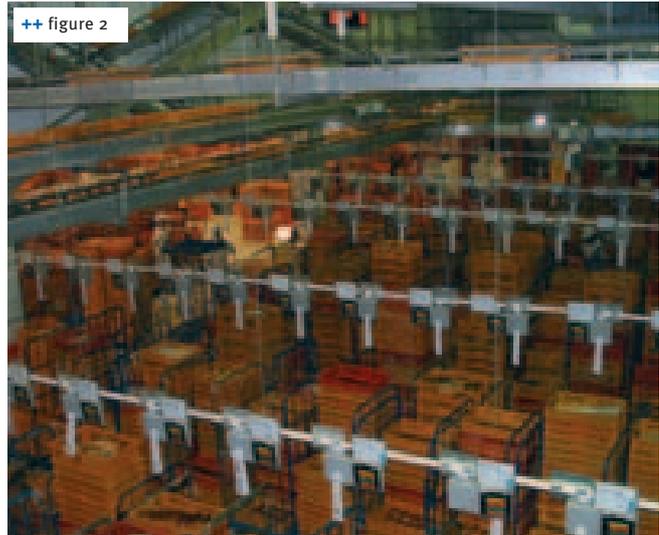
In 2004, the production was hit by a severe oven crash when maintenance water leaked into the heating coil of the thermo-oil boiler.

The heating plate of the multi-deck baking oven was bent out of shape making it impossible to use the oven. It was discovered that the supplier had delivered a faulty part. Without questioning the cause, Karl Heuft GmbH, Bell, Germany, the supplier of the oven, provided sufficient baking capacity until the mechanical staff could repair the damage. "Heuft took immediate action," said managing director Wolfgang Valentini. The bakery seized this chance, reorganized the production and started with the reconstruction in 2005.

Two Vulkan Impact ovens by Heuft provide sufficient baking capacity. Both are thermo-oil multi-deck tunnel ovens. The new oven installed in 2005 has a baking area of 216 sqm and nine hearths. The model situated next to this oven has a baking area of 168 sqm and seven hearths. The ovens are loaded with the double loading system Concord Rapid. It takes three minutes to load one deck of the new oven. The products are directly transferred

## Bäckerbub Group

The Bäckerbub Group is a 100% subsidiary of Edeka Handelsgesellschaft Südwest mbH, Offenburg, Germany. The group developed from the merger of many artisan chain stores and as a result, an extensive sales outlet network originated in Southern Germany. Today three bakeries in Reutlingen, Hilzingen and Mannheim belong to Bäckerbub GmbH. The group employs a total of 3,525 staff including 125 apprentices. Most of the sales volume of 186m Euro is generated by 610 of its own sales outlets. According to managing director Wolfgang Valentini, the group does very little business outside of its own sales outlets and delivers only minor quantities to large consumers or retailers. +++



from the trolley into the oven. Plant manager Hartmut Adelfang is convinced of the baking properties: "The use of thermo-oil technology allows us to influence the baked goods appearance." Furthermore, the quick loading and unloading feature ensures flexible reactions, and a quick product change-over is no problem thanks to the individual temperature curve control.

Other than with step-wise loading and steaming, there is no steaming delay in these two ovens, because the hearth is

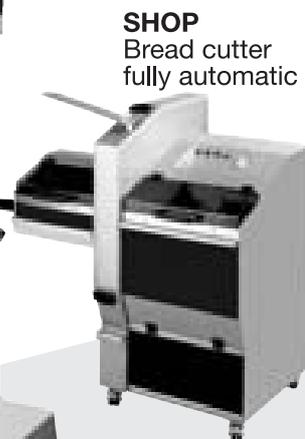
completely loaded, closed, steam applied and the products unloaded at the end of the baking process. A turbulence device ensures the desired baking results. Top and bottom heat can be controlled separately. The hinge-plate-belt of the older model (built in 2002) can accommodate about 1,900 assorted breads. The new 2005 oven has sufficient baking area for 2,500 breads. Other novelties include the exhaust design. There are now two slide traps with exhaust accelerator for each oven and the fresh air infeed is controlled by ▶

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**++ figure 3**

The K&U Team in Mannheim (from left to right): Hermann Kneer (pastry shop manager), Rainer Beck (distribution manager), Hartmut Adelfang (plant manager) and Uwe Zogolla (bakery manager)

**++ figure 4**

After the reconstruction, there is now a 9,000 sqm production area for 165 employees

motors. Two PLCs control infeed and discharge and a camera provides for additional safety.

**Increased capacity**

The oven arrangement is supplemented by 13 COMPACT rack ovens by Wachtel GmbH, Germany, and five Thermo-Roll trolley ovens by Karl Heuft GmbH. In total, the production site in Mannheim has now about 600 sqm of baking area. Two outdoor silos with a volume of 30 tons each are also new. Before they were set up, plant manager Adelfang had already at his disposal a flour silo with a capacity of 70 t. Five spiral mixers by Diosna, Germany, are also in the bakery. The mixers supply the lines for cut, moulded and special rolls as well as three bread lines. The cooling and proofing units were delivered by KOMA Kältekonditionierungstechniken, Heinsberg-Dremmen, Germany, and Rüttgers Kälte-Klima, Mannheim, Germany. After the completion of the

reconstruction work, the plant in Mannheim has a frozen storage capacity for 380 pallets. "We see our bakery as an artisan bakery still," explains plant manager Adelfang. Consequently, he relies on a traditional three-stage sourdough which matures in bowls.

With the expanded capacity in Mannheim, the number of outlets that could be supplied rose to 200-250. "We will not grow at any particular rate and we do not plan an offensive expansion, but if interesting possibilities open up, we will consider an acquisition," says managing director Wolfgang Valentini. With the existing lines and space, Bäckerbub was able to increase the sales volume in 2005 while permanently sorting out outlets with low sales.

**Taking advantage of synergistic effects**

The company is utilizing different synergies between the production locations. For exam-



### Pastry shop

The pastry shop is equipped with a high performance line for fine bakery wares, namely Topline by Rondo Doge/Seewer AG, Burgdorf, Switzerland. This line is fed by a bowl lifter/dumper supplied by Diosna Dirks & Söhne GmbH, Osnabrück, Germany.

An industrial-sized triple-roller dough band former is fed by a portioning hopper and produces an endless dough band. This band gets its final thickness by satellites, cross rollers and gauging stations. Due to restricted space, there is a 90 degree angle after the sheeting unit.

All fine bakery wares are made up with this line. In the autumn of 2005, the pneumatic filler was replaced by a Rondofiller. According to the manufacturer Rondo Doge/Seewer, this is the only filler currently available commercially that can be operated in piston and screw mode. The fillings, even if they contain whole vegetable or meat pieces, can be applied in the desired way by spots, continuously or batchwise.

The application performance is 130 kg/h per output. The hopper has a capacity of 56 liters. The Rondofiller can be used for lines with a nominal width of 600-700 mm. The unit is splash-water protected, and the cleaning is only a matter of minutes. +++

ple, the plant in Reutlingen is producing soft pretzel products for the entire group. The pretzels are produced on an automatic pretzel twister by Fritsch GmbH, Markt Einerseim, Germany.

For the distribution of the baked products, the company has co-operated with Hiestand & Suhr Handels- und Logistik GmbH, Vogtsburg-Achkarren, Germany. This company does not only take care of the logistical tasks of Bäckerbub but also delivers third-party products if requested. Hiestand & Suhr offer an assortment of more than 500 frozen baked goods and more than 100 convenience products.

In the field of refrigerated products, the company operates in a similar way. Products such as pre-sliced cheese, sausages or salads e.g. for snacks are ordered at the central office. K & U receive the products via logistics partners. They also pick up the goods and transport them to the sales outlets twice a week. This way, the logistics partners ensure that there are no problems in terms of cool chains, hygiene and traceability.

Within the Bäckerbub group not only are the products moved around but the personnel also have the chance to get acquainted with other plants and sites within the group. "Employees and their motivation is one important factor for success," explains Valentini.

Investments are jointly planned within the group. In 2005 alone, 26m Euro were spent on new technology and buildings. For 2006, investments in the range of 11m Euro are already planned. Most company production sites do not have any more capacity. +++

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