



Renaissance of puff pastry

HILDEGARD M. KEIL, EDITOR-IN-CHIEF OF BAKING+BISCUIT INTERNATIONAL TALKED TO **PAUL GROENEWEGEN**, REGIONAL SALES DIRECTOR AT RADEMAKER B.V. NETHERLANDS, ABOUT CHINA, PUFF PASTRIES, LAMINATING PLANTS AND NEW TRENDS

+ bbi: Mr Groenewegen, how is business at the moment?

+ Groenewegen: As with most other firms from the industry, Rademaker is really busy right now. The most surprising factor this year is that business in the months of June, July and August continued to move on as in previous months. Normally, business in the summer is slightly weaker. This has not been the case this year.

+ bbi: Is the demand wide-spread or are there certain key issues?

+ Groenewegen: Of course there are markets that are developing much faster than others, for example Russia and China. However, we are also experiencing more willingness to invest in new equipment within Europe and the US again.

+ bbi: China is a market that everybody is hoping to enter. Is it possible to enter into fruitful business relationships at this present time, or is the main focus placed on being represented there?

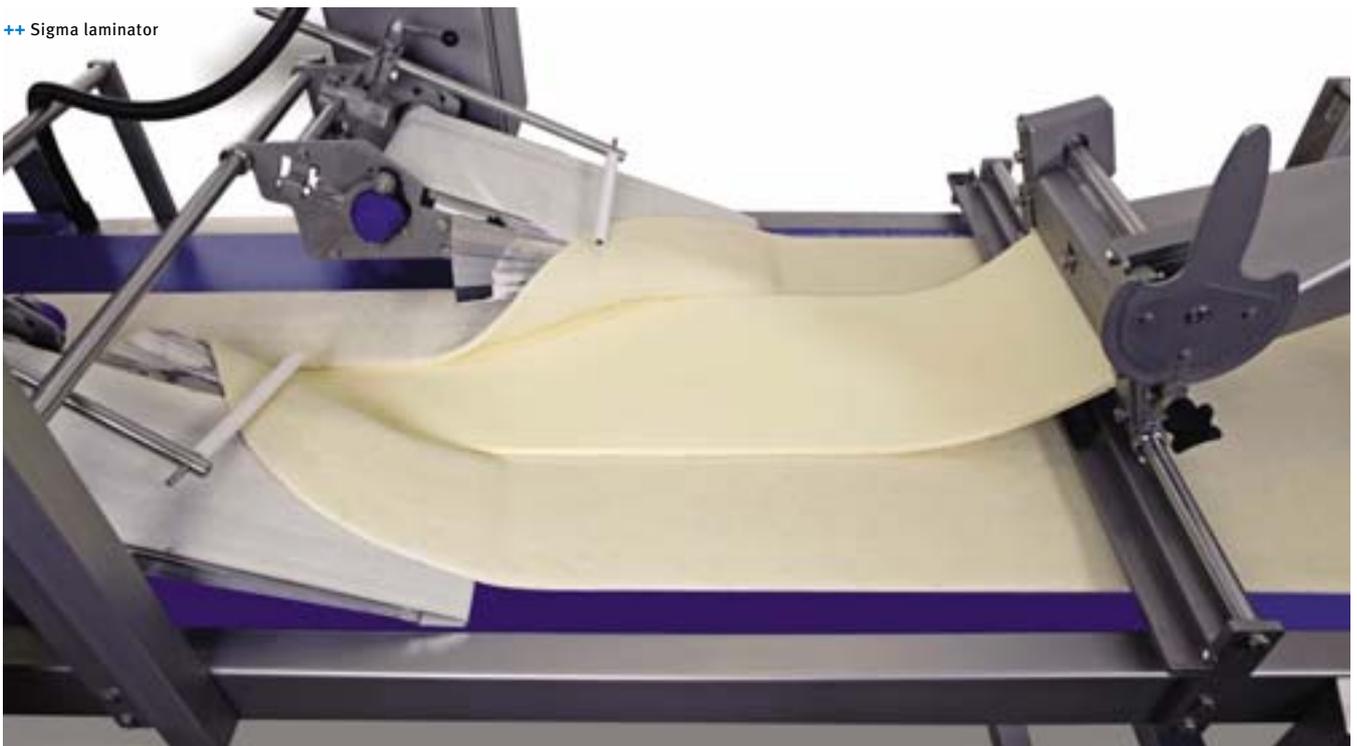
+ Groenewegen: The situation for us might be different from the situation that other companies from the baking industry are experiencing as we also supply dumpling plants. We have delivered our equipment to China for some years now and we have just concluded a very interesting contract for equipment in China. For us, China is a growth market.

+ bbi: What effect do full order books have on delivery times?

+ Groenewegen: When the order is based on modular standard parts, as with our Radini laminating concept for example, the delivery times are between four and five months. For individually designed lines, we will need approx. eight months. Our customers, who have explicitly decided to go with Rademaker as they want our plants and no others, accept these delivery times.

+ bbi: Rademaker provides a large product range which is not exclusively intended for the baking industry. Which parts of your product range are the most important ones? ►

++ Sigma laminator



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+ Groenewegen: The most important one is the Sigma sheeting technology which is used in classical laminating plants as well as in Crusto bread dough sheeting lines, used for the production of bread and rolls. This is a growing market today.

+ bbi: Worldwide or just in Europe?

+ Groenewegen: Previously our focus was Western Europe and the US. Today, we operate globally, but most demand still comes from Europe. This is due to the fact that Europe is a continent where bread plays a decisive role in the daily diet. Here and in the US, dough sheeting plants have a correspondingly large market potential. Also, we have experienced for the last two years, a revival of puff pastry plants for the biscuit and cookie industry.

+ bbi: Perhaps there is a ‘renaissance’ of the light puff pastries after many years of rich and heavy cookies?

+ Groenewegen: I have no idea whether this change is on account of the cookie business, but we are seeing a specialization for puff pastry goods taking place. These products are not only classical biscuits but also include single packs delivered to the snack market, where they find a sales market in coffee shops, gas stations etc.

+ bbi: Rademaker with its laminating plant is not only present in the ‘sweet’ part of the baking industry but has a much broader base. What does this include?

+ Groenewegen: We are the market leader for Pie plants for savory pies. We deliver cakes lines worldwide. We also provide production plants for dumplings, these are a Chinese

specialty: small cooked dough products filled with savory filling. We have a broad range of dosing technology which is based on three platforms: Spot depositor, gear wheel depositor and Mohno-pump depositor. They are not only used for the application of fillings and toppings, but also for the dosing of biscuit dough and batters. They are, of course, also used in the meat and ready-meal industries for the dosage of fillings, sauces, etc. For all these purposes Rademaker opened in 2005 The „Rademaker Technology Center” in the Netherlands which is available for customers to test on full- or lab scale (R&D) products.

+ bbi: Your company can deliver everything for dough make up and also the respective tunnel ovens by Rademaker Den Boer. Is this more the rule or the exception?

+ Groenewegen: Our advantage is that we have the entire system under one roof. Our competence starts at the receiving of the dough from the dough mixer and ends with the transfer of the finished goods to the packaging section. This combination of make-up and oven technology without interface problems is highly esteemed by our customers. Rademaker Den Boer ovens are internationally acknowledged. Generally, we deliver the lines including oven. The project management for such lines is based in Culemborg. Two Multibake tunnel ovens, each 13 m. long are available for baking test purposes in the Rademaker Technology Center.

+ bbi: Let’s get back to the laminating plants. Laminated bake-off goods have become almost the domain of the frozen dough industry. How many plants of this type do you deliver to this segment of the baked goods industry?

+ Groenewegen: Since our customers mainly come from the baking industry and there are fewer from the large craft bakery sector where predominantly semi-automatic plants are used, our share is quite high. It is about 60%. In the field of croissant plants - this includes everything from the crescent roll like for instance the Swiss “Gipfel” to the Spanish croissant “Artisano” – we are certainly one of the two market leaders. In France, the home of all croissants, our market share is clearly above 50%.

+ bbi: Currently there is a trend to integrate cooling and resting sections in laminating plants in order to provide for more dough development time. Does Rademaker follow this trend as well?

+ Groenewegen (laughing): Yes, this is a trend! But we have been doing this the early eighties. The effect is indeed rather beneficial. Cooling puff pastry dough for 20 to 30 minutes will reduce the tendency to shrink with further processing as compared to dough that is not cooled. Yeast-raised dough and also dough made with butter will obviously develop more flavor and an improved/consistent production process will be achieved. But as I said, we have been doing this for a long time. Depending on the product and the customer’s

Rademaker B.V.

Food processing equipment, Culemborg, NL

Rademaker Den Boer

Multibake Tunnel ovens, Dalfen, NL

The group is represented worldwide by own subsidiaries in Germany, the US, France and the UK as well as by numerous sales agencies.

Product range:

- + Radini & Sigma Laminating lines
- + Pie lines for sweet and savory pies, etc.
- + Pizza plants
- + Crusto Bread lines
- + Dumpling plants
- + Make-up lines
- + Croissant lines
- + Depositors
- + Cake lines
- + Multibake Tunnel ovens +++

specification, we integrate dough cooling and resting sections with times of between 20 minutes and four hours. The average is one to two hours.

Compared to other companies, we supply cooling and resting tunnels in one cabinet and separate cooling and resting. We cool the dough at a stage when the laminated dough band is rather thick. This yields a better result, in particular, when butter or fat is integrated. The cooling is then more uniform. Furthermore, we do not just send the dough into a cooled chamber, we prefer to use contact cooling.

+ bbi: What is this?

+ Groenewegen: The dough runs on a belt through the cooling section. There are pipes located underneath the belt from where cold air can be blown against the belt. The dough is cooled from underneath. Next, the dough band is passed on to a second belt and turned upside down. This way the other side is being cooled. Alternatively we can also use cold air pipes from above and underneath. As I said, we have been doing this for more than 25 years. About 95% of all the plants that we have build are equipped with such a cooling and resting section.

+ bbi: What do you think are the next developments in laminating technology?

+ Groenewegen: There are a number of keywords: flexibility, capacity, hygiene, modular design, and low maintenance. Currently, we build plants with working width 600-1.600 mm capacities ranging from 250 up to 6.000 kg dough per hour, and on special request even higher. This must not be the end. Important issues today are hygiene and cleanability. The demand is rising. For example, we do not use chain drives any more in the entire product room. The modular design of the plants is gaining significance in terms of delivery times. Such modules also provide for the possibility to retrofit or extend a line very quickly if the market or a customer requires changes. Last, but not least, the competition on the markets for baked goods has stiffened. Every hour of downtime costs real money. Therefore, many companies place high importance on low maintenance efforts. If possible, they would like to have machines that need no maintenance at all, while running 24 hours a day, 7 days a week. We are trying to get as close to this desire as possible by using, were possible for instance low maintenance parts and components.

+ bbi: Mr Groenewegen, thank you for this interview. +++



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