

### ++ WIESHEU BOOSTS ITS FIELD SERVICE IN SPAIN

Mr. Dennis Edwards Ibarra (29) started with the ovens and combi-steamers manufacturer on 1 November 2007. He will represent WIESHEU as the Area Sales Manager in Spain, with headquarters in Barcelona. Mr. Dennis



Edwards Ibarra is responsible for the bakery, food retailing, and catering branches. He studied marketing in Panama. Prior to that, he worked

at Procter & Gamble as Area Sales Manager in Panama. He is father to a 4 year-old. His hobbies include volleyball, basketball, surfing and dancing.  
[www.wiesheu.de](http://www.wiesheu.de) +++

### ++ KAAK HAS A NEW WEBSITE

The Kaak Group, market leader in the field of mechanized solutions for industrial and artisan bakeries, has re-



launched its website. It now includes the turn-key concepts of the Group. After choosing a baked product, the various production lines can then be viewed as 3D drawings including machine specification and pictures. This interactive website offers more information including career possibilities, product development, company profiles and much more.

[www.kaak.nl](http://www.kaak.nl) +++

### ++ A NEW FUNCTIONAL FOOD GROUP

Südzucker AG, Europe's largest sugar producer and a leading German food group has announced the creation of the new Functional Food Group BE-

NEO. Leading food ingredients' companies, Orafiti, Palatinit and Remy form the newly created Functional Food Group BENE0, and are known individually as BENE0-Orafiti, BENE0-Remy and BENE0-Palatinit.

The decision to unite the strengths of Orafiti, Palatinit and Remy has come in response to the rapid changes that have been experienced across the worldwide foods' market. In the face of the new emerging opportunities in the functional food market, increasing globalization, and increased importance of adequate nutritional policies, Südzucker AG has taken the decision to create a Functional Foods Group to tackle these new challenges.

[www.beneo-group.com](http://www.beneo-group.com) +++

### ++ INNOVATIVE SOLUTION FOR A MORE EFFECTIVE SALES CONTROL

The "logistic agreements" in the CSB-System provide user companies of the food industry with a high performance module for the quickest possible processing of their customer orders. It is especially in this industry, where products with a short shelf life are manufactured, that quick turnover of stocked items is of great importance. Logistic agreements provide fixed times for internal process steps which are likely to affect the processing of single orders or of complete routes. They allow for direct import of the customer orders into the data basis of the company software where they can be processed promptly.

The basic idea of the "logistic agreements" is to define all events for the successful processing of an order and to control them. This is either done based on routes or for single orders of specific customers. Using the "logistic agreements," these events are defined in a customer-specific concept and the key data is recorded which needs to be monitored during each process. This key data is marked as "expected times" in route management to initialize data surveillance.

By using the "logistic agreements" in the CSB-System, the procedures within all sales processes can be optimized. Processes can be planned more effi-

### Correction

#### Reference Guide of Industrial Processes and Market Analysis

Page 34 – company details;  
*Rademaker B.V. should read:*

Phone: + 31 345 54 35 43

Fax: + 31 345 54 35 90

E-mail: [office@rademaker.nl](mailto:office@rademaker.nl)

Website: [www.rademaker.com](http://www.rademaker.com)

We sincerely apologize for this error and any inconvenience it might have caused. +++

ciently, the order compliance rate increases and customer satisfaction is sustained. Waiting times within the company and on routes are reduced to such a degree that a return on investment can be achieved in less than a year.

[www.csb-system.com](http://www.csb-system.com) +++

### ++ NEW LACTITOL-BASED PRODUCTS

Danisco is launching Dulcaden™ in Brazil, a new range of unique sweetener blends designed to partially or completely replace sugar in bakery applications, without compromising on quality or taste. Developing healthier, reduced or no added sugar, reduced calorie and fiber enriched baked goods is complicated because of the need to use a number of complex sugar reducing ingredients. Now sugar can simply be substituted by one of Danisco's Dulcaden products through a very easy and fast reformulation, thus saving the costs and time usually associated with



any new development. It is planned to roll out Dulcaden into countries worldwide.

Dulcaden™ Biscuit, a blend of lactitol, Litesse® (polydextrose) and intense sweeteners, is the first product to be launched in the range and is tailored for biscuit applications.

[www.danisco.com/sweeteners](http://www.danisco.com/sweeteners) +++

# The right choice

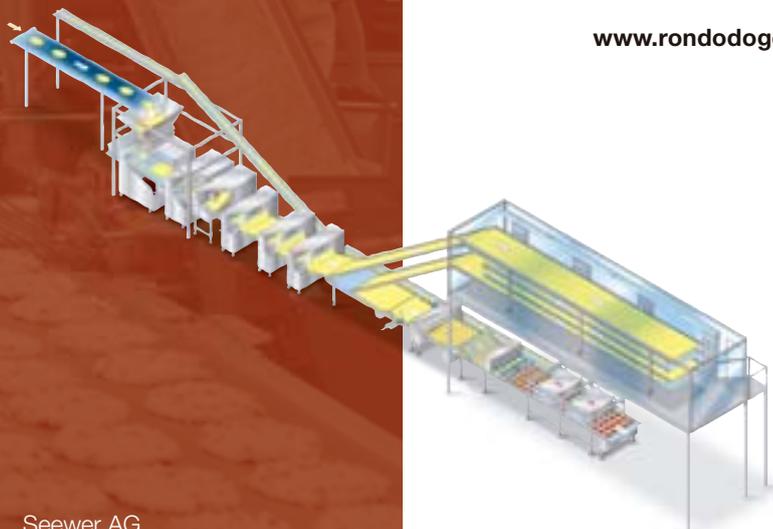


## Pizza production

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Seewer AG  
3400 Burgdorf/Switzerland  
Tel. +41 (0)34 420 81 11  
Fax +41 (0)34 420 81 99  
[info@ch.rondodoge.com](mailto:info@ch.rondodoge.com)

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