

Polish specialties with Swiss know-how

THE INDUSTRIAL BAKERY INTER EUROPOL PIEKARNIA SZWAJCARSKA NEAR WARSAW, POLAND, ORIGINATED FROM THE FORMER HIESTAND BAKERY. THE COMPANY EMPHASIZES ITS SWISS ROOTS WITH HIGH QUALITY AND ADVANCED EQUIPMENT



++ figure 1

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++ figure 1
Wojciech Śmiechowski from the management of Inter Europol Piekarnia Szwajcarska

++ figure 2
Bakery technician, Rüdiger Stollmeier is the Project Manager responsible for production

++ figure 3
85% of all baked goods supplied by Inter Europol are frozen

+ Switzerland is known for its high quality of work and quality of life and therefore it is not surprising that the bakery INTER EUROPOL Piekarnia Szwajcarska S.A. from Marki, Poland, utilizes this reputation for its own business since the bakery originated from the Swiss bakery Hiestand.

At the time of its foundation in 1989, the company consisted of two factories: Inter Europol S.A. and Hiestand Piekarnia Szwajcarska Sp. z o.o.; these belonged to the Swiss bakery group Hiestand and to Wojciech Śmiechowski and his father. In 1995, the paths of Śmiechowski and Hiestand diverged. Together with Peter Mitsch, Śmiechowski took over the management of the bakery Inter Europol Piekarnia Szwajcarska S.A. which, at that time, was located in a small 400 m² facility in Warsaw.

However, the three rack ovens by MIWE Michael Wenz GmbH, Arnstein, Germany, and one from Werner & Pfleiderer GmbH, Dinkelsbühl, Germany, were no longer sufficient for the production of Polish specialties.

In 1999, the bakery relocated to its current facility in Marki, about 15 km north-east of Warsaw city center. The site comprised an area of 5,000 m² where Inter Europol produced baked goods based on Swiss recipes but adjusted to the Polish market. Core products were bread and rolls and some Danish pastry. In 2008, the production area was almost tripled to 14,000 m². Today, the industrial bakery has again reached its capacity limits after the addition of a line by RONDO Burgdorf AG, Switzerland, and a specialty bread and pastry line by FRITCH GmbH, Germany. Two new lines for baguettes, with an hourly capacity of about 1.2 t of dough, and for ciabatta products, with an hourly capacity of about 2.8 t of dough, have been ordered. Both will be in operation at the end of 2010 or at latest at the end of the first quarter of 2011.

Quality is an important parameter at Inter Europol. Cheap and quick production is not the goal of the shareholders. They are well aware that they are more expensive and slower in production compared to some others, mainly



++ figure 4

++ figure 4
Automation and manual craftwork go hand in hand at the bakery

++ figures 5+6
The company uses the Frisch pastry line Laminator 300 for the production of Danish pastry

Polish, bakeries. However, Wojciech Śmiechowski, Head of Management, explains, “We are not competing with quantity.”

Around the clock

Nevertheless, the quantity is impressive. Today the bakery produces some hundred different products on a production area of 14,000 m². The production of bread such as onion, ciabatta, nut and sunflower kernel bread is still in focus. The production operates in three shifts, 24 hours a day, 340 days a year. The average flour consumption per day is more than 80 t which corresponds to a daily dough quantity of 130 t. Inter Europol employs a staff of about 200 people.

15% of the production quantity is freshly baked goods that are mainly for the city of Warsaw and the surrounding area. The remaining 85% are frozen goods. About half of the frozen baked goods are distributed into European countries; the other half is marketed via its own sales outlets (30%) and via the retail trade. Retail customers include almost all of the large hypermarket chains in Poland (e.g. Auchan, Tesco and Carrefour), although the 25 Inter Europol outlets are essential to show the broad product range provided by the bakery.

Several certificates confirm the high quality standard of the bakery. It all started with ISO 9001 and HACCP in 2002.

These certificates are absolutely vital in regard to the global business as a result of the expansion of the export segment. ISO 22000, BRC Global Standard and the environmental standard ISO 14001 followed in 2008. Recently Inter Europol was certified according to the International Food Standard (IFS).

From a financial standpoint, the company has no reason to complain as the turnover has increased by almost factor 200 since 1990. At that time the annual sales amounted to PLN 843,000 which corresponds to about EUR 210,000 according to the current exchange rate. In 2009, Inter Europol had generated an annual turnover of PLN 147m (about EUR 36.6m). 2010 also looks promising; production has increased by 30% since January.

Where is Inter Europol Piekarnia Szwajcarska S.A. heading? “The future is with natural products; no GMOs, no E numbers, in fact as little chemistry as possible”, explains Śmiechowski. This can be seen from the products that are being sold. The most successful baked goods are the fitness line, yeast bread and baguettes with high amounts of kernels as well as products with natural pre-ferment and/or sourdough. Inter Europol sells this line with four products each as fresh or frozen baked goods. The motto is: “Let nature do the job” and the company utilizes this for its own products. +++



++ figure 5



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