

UPDATE

sormac 

Processing equipment for
POTATOES CARROTS ONIONS LEAFY VEGETABLES CUCUMBERS BELL PEPPERS

Doing business in Poland the hospitable way

What do Polish **Phu Retro** and **Sormac** have in common? The companies are both situated in important border regions with a huge market right at their doorstep. **Phu Retro**, potato processor in the Polish Voivodeship of Western Pomerania, is located in the northwest border region with Germany and has a single, clear vision: peeling potatoes to then sell them to the fresh market in countries such as Poland and Germany. The basis of this fine cooperation between **Phu Retro** and **Sormac** has one keyword: **hospitality!**

With satisfaction, owners **Agnieszka** and **Zbyszek Rychlińska** look back on a very pleasant cooperation with **Sormac**. The first meeting between the two border companies came about via **Schaap Holland B.V.** from Flevoland at **Fruit Logistica** in Berlin in 2008.

Zbyszek Rychlińska:

"There, the first talks were held which eventually lead to the purchase of a potato peeling line, which has been operational in the Polish town of **Glazów** near **Myślibórz** since July 2011. The contacts we made with **Sormac Area Sales Manager Jean Paul Arends** felt good right from the start and, together with **Sormac's** high quality and quick service, they have been of overriding importance to us for our decision."



Success story

"The potato line **Sormac** supplied, from screw de-stoner, knife peeler, roller inspection table, segmenting machine to automatic weighing machine, has contributed substantially to our success story. Recently we signed a cooperation contract with **Makro Cash & Carry**, which has 30 branches spread across Poland. In our mission, shelf life, freshness and healthy appearance are absolutely paramount.

The intensive cooperation with **Sormac** helps us to supply our quality product to many German and Polish consumers on a daily basis." What started as a modest greengrocer's for regional customers has now developed into an international potato processor with impressive partnerships with companies including **Makro Cash & Carry** and **Schaap Holland**. And above all, a top quality **Sormac** potato peeling line.

Gościnność'

A well-known Polish proverb says "my home is your home". Doing business in

In the coming months, **Sormac** will be attending the following trade fairs:

FRUIT LOGISTICA

8–10 February, Berlin, Germany

GULFOOD

19–22 February, Dubai, UAE, Holland Pavilion

SALIMA

28 February – 2 March, Brno, Czech Republic

ANUGA FOODTEC

27–30 March, Cologne, Germany

UNITED FRESH

1–3 May, Dallas, USA



Poland has everything to do with being open to 'gościnność'." **Jean Paul Arends** explains. "Hospitality, that is, which plays an important part in doing business with our faraway eastern neighbours. I have been fortunate enough to experience it personally. During my first meeting, I was invited to the **Rychlińska** family table straight away. It is not until it clicks that business will be discussed, not earlier. It clicked more than wonderfully and then business comes automatically indeed. **Phu Retro** is ready to serve the consumer with a perfect product: a freshly peeled potato. **Zapraszamy do Polski**. You are warmly welcome to Poland!"

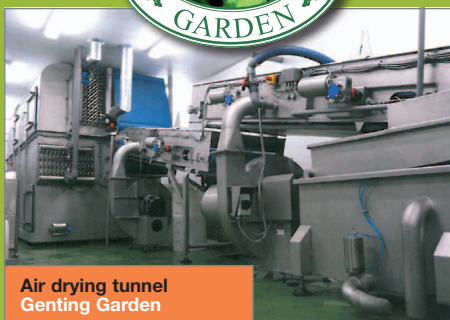
Compact lettuce drying tunnel delivered to Malaysia High-level lettuce cultivation

Anyone who mentions Genting Highlands in Malaysia, immediately thinks of the well-known Casino, the only place in the country where gambling is allowed. However, Genting Highlands has more to offer: at an altitude of 4,000 feet and scarcely 400 km from the equator, pioneering spirit, ingenuity, but above all perseverance have achieved something special. Since 1994, the company Genting Garden, under the inspiring leadership Julian Roe, who was born in England, has cultivated various varieties of lettuce here under exceptional circumstances. Indeed, greenhouse hydroponics under tropical conditions is not exactly commonplace.

In parallel with the cultivation of lettuce, Genting Garden also paid much attention to processing it. The lettuces grown here are high-quality, but they are more delicate than elsewhere in the world. Both washing and drying this tender lettuce, therefore, has to be done with the highest possible care. Consequently, mechanical drying by centrifuge is not the obvious option.

Low moisture content and little damage

During a visit to a lettuce processor in his native country, Julian Roe saw a Sormac air drying tunnel. Instantly, he was convinced that this was the ultimate solution to his problem. Drying using dry air at a low temperature, also with respect to thin kinds of leaf, achieves lower moisture percentages than can be achieved through mechanical drying. Damage caused by mechanical drying is prevented leaving a fresh looking leaf, and not a withered one as happens when heat is used to dry. Julian Roe: *"Genting Garden supplies lettuce that is served in the first class of prominent Asian airline companies. As far as quality is concerned, no compromise is acceptable!"*



Air drying tunnel
Genting Garden

However, there were also complications. Air drying tunnels are big and the special transport route to the highlands of Malaysia set limits to the width of the tunnel. For



this reason, Sormac was asked to restrict the width of the tunnel to maximum 2.40 m. This was no easy task for the Sormac engineers, but they succeeded in building a compact and yet well-accessible tunnel within the required width. The upper and lower parts could also be separated enabling transport in 40 ft containers.

Practice

In September 2011, the 1,000 kg/h capacity tunnel, together with a new Pulstar 100 washer and a number of belts, was installed by a Sormac technician. The required cooling equipment was supplied by a local firm. After some modifications to the operating software, the line was put into operation. From the start, the expectations with regard to a low moisture content were fulfilled. Also with light varieties of lettuce such as romaine and rocket, moisture values under 1 % were measured. But certainly equally important: the lettuce looks wonderfully fresh and attractive.

"This result is the basis for us to further expand our marketing policy, namely supplying a premium-quality product to our demanding customers. The initial reactions from the market were enthusiastic, confirming that this risky step has been

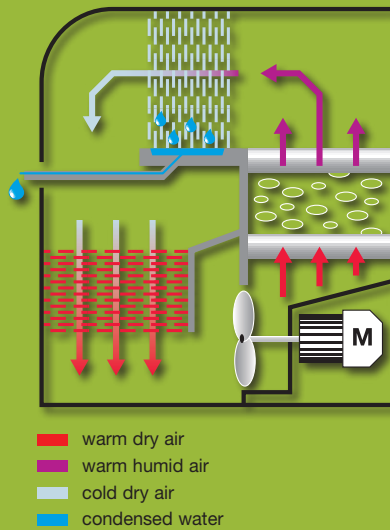


Air drying tunnel
LDT

the right decision. You can only win over a developing, fresh convenience market with the best quality and we will continue this way.” With these convincing words, Julian Roe said goodbye to Sormac Area Sales Manager Roy Lemmen at Kuala Lumpur airport.

How does an air drying tunnel work?

The product is first de-watered on a de-watering belt. Then it passes through the drying tunnel in an upwards directed air stream, floating between two mesh belts.

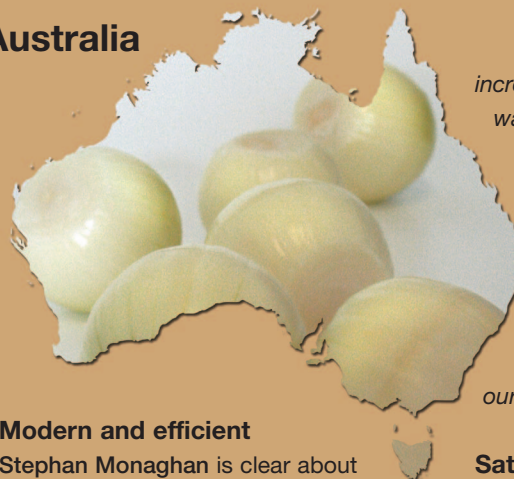


Moisture is extracted from this current of air in a cooler. In a second heat exchanger, the air is heated slightly enabling it to absorb water from the lettuce when it passes. Due to the evaporation of the moisture on the surface of the leaf, the lettuce hardly heats up. During the last part of the process, the lettuce is cooled once again, leaving the tunnel at a temperature of approximately 3°C. An external heat pump cools and heats the air.

**Carefree onion peeling in Australia
“No worries”!**

Monaghan Fresh Produce has built an impressive history in processing vegetables. The origin of the company dates back to 1978 when Ed Monaghan started the enterprise under the name of Barker-Monaghan Packers. Now second generation Stephan Monaghan is at the helm of the company, supplying onions to markets in Brisbane, Melbourne and Sydney but also to end processors and to the supermarket sector at home and abroad. As an onion peeling machine supplier, Sormac has built up a close relationship with Monaghan Fresh Produce since 1994.

Monaghan Fresh Produce mainly focuses on processing onions although potatoes, apples, pears and grapes are exported to various countries as well. In 1994, the cooperation with Sormac started, resulting in the installation of a USM-1 onion peeler, the first in a long line. In 1999, the second followed and in September 2003, the third USM-1 was installed. Then the USM-100 came in 2006, followed by the onion peeling machine USM-S100 in April 2011. Three generations of Sormac onion peeling machines. And that is saying something!



increasingly more modern and efficient way. In this way, we remain ahead of the competition and we can always comply with the high quality requirements set by the SGS International Certification Services as well. Sormac is a regular visitor here to integrate the latest techniques, improvements and modifications into our lines.”

Modern and efficient

Stephan Monaghan is clear about the cooperation with Sormac: *“We have been working together with Sormac now for almost 18 years and now we are ready for the third generation onion peeler. We are only satisfied with the best result, which means that we continue to innovate to retain this level permanently. At Sormac, they understand this better than anybody. For nearly 35 years now, we have been supplying the highest quality peeled onions and this is only possible if our machines get regular updates and operate in an*

Satisfied customers

In the last few decades, five onion peelers from faraway Venlo have been installed at our premises, always with the latest qualities. We are extremely satisfied with the perfect peeling result, the low noise level, the high output and the low energy and air consumption. This, together with Sormac’s fair and quick service, makes us satisfied customers. Sormac enables us to produce free of troubles, which perfectly suits our attitude here Down Under: “No Worries”!



Onion peeler
USM-S100



Groot thinks big and Sormac thinks along Sormac tops and cuts carrots to 89 mm diameter

At Groot Groenteverwerking (Gro-Gro B.V.) in the small North Holland village of Hensbroek, the Dutch word "Groot" (great) is taken both literally and figuratively. Owner Joppert Groot is proud of the family business that specialises in washing, grading and cutting carrots, including large-sized carrots.

The first WOA-3 carrot topper and cutter Sormac supplied to Gro-Gro B.V. in 2008, operates to complete satisfaction, cutting carrots up to a 65 mm diameter. Joppert Groot does even more credit to his name now; thanks to the newly delivered WOA-3, he now also processes carrots with a diameter of no less than 89 mm. This is unique in the Netherlands and a great challenge for Sormac's technicians who

developed the new Sormac carrot topper by order of Gro-Gro. This new machine will undoubtedly help Sormac tap into a new market. A market with even more new opportunities and great challenges.



Joppert Groot

Great opportunities

Owner Joppert Groot: "The new robust and very powerful carrot topper works in fact according to the same principle as the old one. The main difference is its robustness. The singulator is fully made of stainless steel and the interior is substantially heavier in various places. With our two WOA-3 carrot toppers, we now supply semi-finished products, topped carrots and 50 mm long carrot pieces. I am very satisfied with our cooperation with Sormac. They think along with us and, with their developments, offer us the possibility to realise opportunities in our markets. We like to think big and Sormac anticipates this in an excellent way."

Visit Sormac during the FRUIT LOGISTICA in hall 3.1, booth D-18

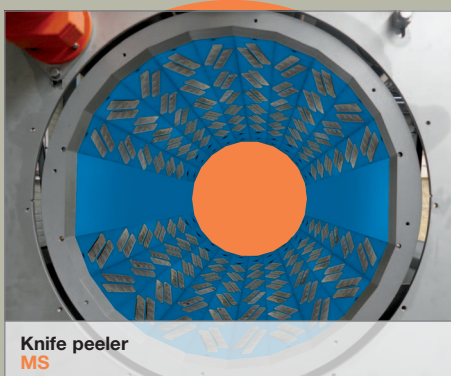
The Sormac drum knife peeler Tiny details make a big difference!

Over 100 sold machines are proof of the quality of Sormac's drum knife peeler. However, that was no reason for the Sormac engineers to rest on their laurels. Without detracting from the basic concept, they drastically changed a number of details of the drum:

- > On two sides of the drum, the small cleaning panels were replaced with hinged panels across the length of the drum.
- > All plastic parts are made of blue material.
- > Only antibacterial plastic is used complying with the latest EU regulations.

The numerous users speak highly of the knife peeler due to its conveniently arranged and hygienic design and easy cleanability. The new measures will further improve this. Access is increased and the knives can be exchanged more easily.

The results of a poll among 25 users of our peeler with the question why they would choose a Sormac machine again,



Knife peeler MS

say more than we could say ourselves:

- > lower energy consumption
- > only 3 motors for the whole machine
- > low noise levels
- > long knife life
- > constant speed of the knives in comparison with wing-knives.

All elements that make the Sormac peeler unbeatable!

"More than 18 months, 5 days a week and 2 shifts a day and still the first set of knives" This statement comes from Henk van Raalte, Technical Manager at Schaap Holland B.V. Henk uses 5 Sormac knife peelers and, together with Sormac, has extensively tested different types of knives. As the quotation shows, the result was amazing. Henk, who already has a lot of experience with other types of peelers, is also happy about the low energy consumption: "Since I installed the Sormac peelers, not only has my energy consumption dropped, but my peeling area has remained much cooler as well."

