

UPDATE

sormac 

Processing equipment for
POTATOES CARROTS ONIONS LEAFY VEGETABLES CUCUMBERS BELL PEPPERS

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

FRUIT LOGISTICA
 6–8 February, Berlin, Germany

DTROP 2013
 11–14 March, Thessaloniki, Greece

PROPAK AFRICA
 12–15 March, Johannesburg, South Africa

AUSPACK
 7–10 May, Sydney, Australia

UNITED FRESH
 14–16 May, San Diego, USA

Belaya Dacha Trading buys six new Sormac centrifuges SC-740 Innovating and investing in a healthy future

The mission of the Russian company Belaya Dacha Trading is crystal-clear: changing the Russian people's eating pattern by making food first of all convenient, tasty and healthy.

As Russia's market leader in ready-to-eat salad and vegetable products, it is vital for this highly appreciated supplier of salad products to companies including McDonald's, Burger King and Kentucky Fried Chicken to be able to secure this number one position in the future too. It is a great honour for Sormac to enter into cooperation with this company regarding drying leafy vegetables in Russia. In the past few years, Belaya Dacha expanded its machinery park in three phases by acquiring a total of six SC-740 centrifuges: innovative driers providing optimal drying of leafy vegetables. Belaya Dacha's facilities are mainly to be found in the Moscow region and in the Republic of Tatarstan. The company owes its impressive past more than anything to progressive operational management, with the emphasis on unique and modern technologies, solid guarantees and highly trained staff. The well over 700 employees



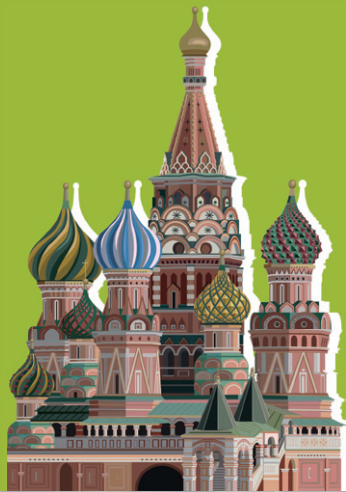
Centrifuge SC-740

welcomed the deliveries of the six centrifuges SC with open arms. Gijs de Rooy, Sormac's area sales manager, explains how this innovative centrifuge works and the advantages it offers for the Russian producer.

"What is particularly important is the minimisation of product damage, which, of course, is of major importance for *Belaya Dacha* demanding end customers.

The Sormac centrifuge SC-740 has an inclined, completely smooth drum, without a central axle or other protruding parts that could otherwise damage the leaves. This drum is suspended in a magnetic field so it is kept in place and rotates evenly and smoothly. In a leaf vegetable centrifuge with a vertical drum, the leaves move upwards as the drum revolves. The leaves bunch together, which can cause bruising. But not with the SC-740. The centrifuge is loaded while the drum is slowly rotating, to achieve an uniform distribution of leaves over the inside of the drum. Thanks to the drum's size, the leaves form a very thin layer. As the drum revolves faster only slight, even pressure is exerted on the leaves which keeps the risk of damage to the product in the drum to a minimum. At the end of the cycle the drum slows, and helped by the incline the product gently glides onto the out-feed belt. Another exceptional thing about the centrifuge is that an ingenious buffer system allows the line to run continuously, also during the centrifuging process."

Belaya Dacha keeps innovating and investing in a healthy future, pursuing a strategy that recognises the importance of regional expansion, stimulating local agricultural producers and supplying healthy, sound fresh products to the consumer. This is an approach that Sormac fully supports, so Sormac considers *Belaya Dacha* to be an excellent reference and is proud of the fine cooperation with the Russians.



Белая Дача 

Complete potato processing line for use in care of the disabled “Being different is normal”

In the neighbourhood of Braunschweig and Wolfsburg, you find the German town of Gifhorn, a municipality in the German federal state of Lower Saxony, which is known, among other things, as the home base of the impressive Volkswagen concern. The “Haus der Lebenshilfe” also has a fine reputation in the wide surrounding area, its motto being: “Being different is normal”. This place provides professional care for the disabled in the widest sense of the word, offering daily support with respect to all aspects of life: living, daily activities, leisure activities, social activities, health, safety and work. For this last aspect, Sormac has thought along intensively and developed a potato processing line that can be operated by people with a disability. In its development, the combination of efficiency, safety and ergonomics was of crucial importance. Mr Fred Raupers and his team at Lebenshilfe Gifhorn GmbH consider it

a great success and a fine piece of workmanship. *“The potato peeling line consists of an infeed reception hopper, a transport belt, a screw de-stoner, a MS-Combi knife peeler, a dipping tank, inspection tables and the AFW-40/DB weighing machine. This line is manned by people with different talents, ambitions and skills. It is very important for us to offer our people a challenge every day but in a completely safe environment. The installation was adapted to these special circumstances on a number of points and, compared to standard lines, has a number of larger and stronger workplaces so that no unnecessary work pressure arises and each employee can work at their own pace.”* The various elements of the processing line have been configured to provide good wheelchair access. This meant that the product sometimes had to be fed upwards and later downwards again. Another requirement was that work on the



inspection tables could be carried out in a sitting position. *“Sormac listened to us very well and incorporated our set of requirements in a perfect potato line.”* With Sormac, too, being different is quite normal!



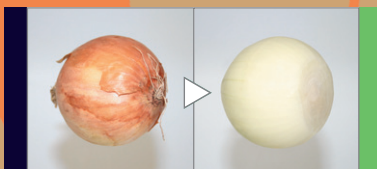
Potato line
Lebenshilfe Gifhorn GmbH

Two environmentally friendly, cost-reducing onion peelers for Start Fresh Ltd. Listening to customer requirements

In the past, Sormac had already supplied the MS-Combi knife peeler, the KP-60/HS and the belt cutter BSM-150 to Start Fresh Ltd., a company based in Nottingham, England. In this region, which is primarily famous for the legendary Robin Hood, companies such as Start Fresh will also fly the flag of entrepreneurial fighting spirit in 2013, a year in which

product development and quality assurance will continue to play a major role. With the supply of two USM-S100 onion peelers, Sormac is making its contribution to the Start Fresh policy. As a specialist in the preparation and processing of quality fresh fruit and vegetables, Start Fresh is renowned for listening closely to the specific requirements

of British customers. Product development and quality assurance are key in this respect, as is close contact with organic farmers and growers from the area. Start Fresh is very pleased with the new peelers that enable onions to be supplied to the hotel and catering trade, universities and sandwich retailers even faster, fresher and more efficiently. The USM-S100 onion peelers are highly appreciated for their low noise levels, but also for their incredible user-friendliness and perfect peeling quality. The onion peelers are environmentally friendly, cost-reducing and simple to maintain and clean. With these “silent” peelers, Start Fresh is fully equipped to supply perfect, quality fresh produce that always meets the specific wishes of British customers.



Onion peeler
USM-S100

Hundredth peeler also for Australian Reactive Engineering Pty. Ltd. Double gold status for KP-60/HS Knife Peeler

If there is one thing that guarantees success, it must be co-operation. The proud result of the intensive co-operation between German Hepro and Sormac is the production of the hundredth KP-60/HS knife peeler. It was supplied to the Australian agent Reactive Engineering Pty. Ltd. in the summer of 2012. A remarkable detail of this milestone is that the fiftieth knife peeler was also produced for this Australian company. Sormac's KP-60/HS is more than a fine and reliable product and this leads to happy faces all around, from the Dutch polders all the way to Down Under. "The KP-60/HS is now the number one expert in peeling carrots," says Sormac Director Bert Haffmans. "Our partner Hepro specialises especially in asparagus peeling machines, but, after an intensive cooperation with our company, made the KP-60/HS suitable for peeling carrots in 2006. This knife peeler can be combined with various other machines from our Sormac programme and offers clear advantages. Besides the very low waste

percentage, and the dry and easy to process waste, the external appearance of knife peeled carrots is highly attractive. The end result looks as if it was peeled by hand, and has a fine smooth surface. The smooth surface greatly reduces the susceptibility of the carrots to white colouration."

Carrot processors worldwide clearly had their eyes wide open and took action quickly. They, too, recognise these advantages and choose the KP-60/HS. "Yes, that's right," Haffmans continues. "Sormac has reacted by integrating this machine in a practically fully automatic processing line. In this line, Sormac machines take care of the supply, orientation, peeling, topping, tailing, and piece cutting of the carrots. The capacity is very high and, depending on the quality of

the raw material, 700 to 800 kg per hour net can easily be achieved, which makes the KP-60/HS interesting for a broad range of users."

Haffmans

concludes: "We will keep modernising and designing all our machines in a more efficient way. In our new Technicum, we frequently carry out tests, trials and demonstrations to meet the ever-increasing demands placed on the functioning and handling of our machines and on the materials we use." So on to triple gold!



Made-to-measure reliability Innovative weighing system

Are the following problems familiar to you?

- > Do you know the exact amount of product being fed through your production line?
- > How much is peeled off?
- > How much rejected product is removed?

For quite some time now, Sormac has been supplying weighing belts equipped with weighing sensors placed on the four corners. These function well, but they do require the product to be consistently fed in on the same, defined spot on the belt. This isn't always possible, which then leads to less accurate measurements or

even totally unreliable measuring results. The new generation of Sormac weighing belts banish this problem to the past. These belts have only one small measuring



"hotspot" which is located at the end of the belt. This means that it no longer really matters where the product is fed onto the belt. The guaranteed accuracy is around 3 %, in practice, however, around 1 % appears to be feasible.

These weighing belts have already been used for various applications, including:

- > Dosing various lettuce varieties.
- > Measuring peeling losses.
- > Checking the capacity passing through a lettuce washing line.

The weighing belts can also be equipped with signalling lights, belt control systems, etc.

Engineer, communicator, innovator Joep Janssen, new Project Manager

Sormac continues to grow, expand and innovate. The demand for processing machines has led to a new extension to the number of professionals at the Venlo facility. We would like to introduce to you Mr. Joep Janssen, project manager at Sormac.

Despite his relative youth, at 31 Joep can already be seen as an experienced spider in the Sormac web. He has the ability to translate customer requirements into new machine requirements in a clear way. Joep aims for efficiency, short lines, face-to-face



contact and, therefore, for clear communication. He has an interesting

employment track record in both the agricultural and technical sectors.

Sormac welcomed this highly-educated and experienced worker and is pleased with his unique, strong points: technical innovation, eight years' experience in vegetable processing and clear, trouble-free communication. These are Joep Janssen's USP. An excellent combination that will undoubtedly lead to fine achievements. For Sormac and its customers!

Kaj Blomqvist, agent in Finland Sormac brings light in dark Suomi

The land of saunas and lakes. Of infinite space and splendid forests. The hospitable country of Finland is readily associated with reindeer, certainly not though with growing potatoes and vegetables. Undeservedly so, however, because Sormac brings light in the darkness – also in the country where the sun doesn't often shine and where the hard-working population is used to long, dark days.

Of the well over 5,5 million Fins, the great majority live in the south of the country. As does Kaj Blomqvist from EMVE Suomi Finland

OY AB, since 2006 Sormac's official agent. The company is part of EMVE Sweden and is a specialist in Scandinavia in the field of potato and vegetable processing machines. Contrary to what you might expect, there really is large-scale agriculture in Finland. Sormac's light shines even as far as about 200 km below the Arctic circle, where machines for peeling onions and carrots were recently installed. Kaj Blomqvist is signaling a trend in Finland whereby Finnish consumers are switching over from unprocessed vegetables and potatoes to using pre-processed and ready-to-eat

vegetable and potato products. "Sormac machines score very well in Suomi, partly because their capacity is within the reach of the majority of customers and the price of the small and medium machines is favourable", says Kaj Blomqvist.



Did you know... that the best vodka comes from England?

It may not be the most obvious combination but creativity with potatoes can sometimes lead to very special developments. This is why farmer William Chase from Herefordshire who knows a thing or two about potatoes, has gone from growing them to first turning his crop into Tyrrell's potato crisps to now developing the prize-winning Chase potato vodka!



Chase Vodka was voted the world's best vodka by the prestigious San Francisco World Spirit Competition. The first English premium potato vodka produced from King Edward & Lady Claire potato variety's growing in the fertile Herefordshire soil. The potatoes form the basis of this mild, naturally sweet and creamy flavour, and they are peeled with a Sormac carborundum roller peeler CRP-12.

Sormac is proud, of course, of its contribution to this fantastic result and managing director Bert Haffmans celebrated this by proposing a toast to William Chase. Not with champagne but with a beautiful bottle of the award winning... Chase Vodka.

Curious... visit our stand during the Fruit Logistica (hall 3.1, stand C-16) and taste it for yourself! Cheers William Chase!

