

UPDATE

Processing equipment for
POTATOES CARROTS ONIONS LEAFY VEGETABLES CUCUMBERS BELL PEPPERS

sormac 

Five large salad leaf centrifuges for Vezet B.V.:

BIG is Beautiful

Vezet B.V., in Warmenhuizen, ranks as one of the largest fruit and vegetable processing companies in the Netherlands and is the market leader in the field of freshly sliced vegetables. The company has recently started using five new Sormac centrifuges.

Vezet aim to be the best and most progressive developer, producer and highly valued supplier of vegetables and fruit that have been processed to prepare them for immediate use. So it is not only a large company, but also one with ambition and a trendsetter in the Netherlands. The customer base of Vezet also numbers the largest supermarket chain in the Netherlands, Albert Heijn, and its extensive product range offers no fewer than 250 different products. The range includes delicate salad varieties and leaf vegetables. Following comprehensive and comparative market research, the company purchased the new centrifuges from Sormac.

Initially, Sormac supplied Vezet with one SC-740 centrifuge for trial purposes. The machine completed the trial with flying colours, so Vezet requested Sormac to develop a larger version of the machine for the larger processing lines. The result was the SC-940. In the meantime, three of these have been installed at Vezet. Another SC-740 has also been supplied, making a grand total of five centrifuges! Sormac had added the larger version of the centrifuge to its delivery programme. The SC-940 is not only larger than the SC-740, but in addition – in co-operation with the technical staff at Vezet – boasts an improved filling system that will be used on all the Sormac centrifuges supplied in the future. This modification achieves an even better drying result. The filling system ensures that the leaves to be dried are evenly distributed in a thin layer inside the drying drum. Combined with the inclined position of the drum, this method avoids the delicate product being subjected to too much pressure during drying. This feature makes the SC-740 and -940 from Sormac ideally suited for extremely delicate spinach leaves, but also for other varieties of leaf vegetables.

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

FRUIT LOGISTICA

9–11 February, Berlin, Germany

GULFOOD

27 February – 2 March, Dubai, United Arab Emirates

DETROP

11–14 March, Thessaloniki, Greece

CFIA

15–17 March, Rennes, France

AUSPACK

22–25 March, Melbourne, Australia

EXPO-AGRO ALMERIA

6–8 April, Almeria, Spain

UNITED FRESH

2–5 May, New Orleans, USA



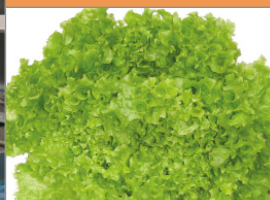
Vezet...

... was founded in 1914, right at the heart of the cabbage growing region in the Dutch province of Noord-Holland. For a long time the company concentrated on producing Sauerkraut. From 1973 onwards, the range grew explosively and in a relative short space of the time the company evolved into a highly respected producer of freshly sliced, superior quality ready-to-use vegetables and salad leaves, with a range that currently includes more than 250 products.

... is still a family-run company,
 ... counts the leading Dutch retail concern Albert Heijn among its customers,
 ... has 600 employees who work in two shifts,
 ... produces 220 million units a year,
 ... is a dedicated partner that thinks long with you,
 ... devotes a huge amount of attention to product innovation and quality enhancement.



Centrifuge
SC



La Ferme à Jules introduces baby carrots in France Fast food in the French kitchen

There is a massive contrast between French cuisine – which was added by UNESCO to its lists of the world’s “intangible cultural heritage” – and the American fast food tradition. Even so, it seems that the French still have something to learn from the Americans. This is demonstrated by La Ferme à Jules, a company that is making pioneering efforts to introduce French consumers to baby carrots. These small, snack carrots are a typical American product and enjoy huge popularity in the USA, but they were relatively unknown until recently in France. But now La Ferme à Jules produces and packages around 500 kg of baby carrots an hour. These carrots are on sale in branches of the major French supermarkets, such as Carrefour, Auchan, Monoprix, Leclerc and Lafayette.

La Ferme à Jules paid a lot of care and attention to the packaging of the baby carrots. “First and foremost, it had to be appealing”, says Jules Becquet from La Ferme à Jules. “The green cartons we use are handy and easy



to present on the shelves, and are highly appreciated by the shopping public.” To produce the baby carrots La Ferme à Jules uses machines from Sormac, market leader in the area of production lines for baby carrots in Europe. “We held negotiations with a variety of potential suppliers”, explains Mr Becquet, “but our choice finally fell on Sormac due to the quality and reliability of the processing machines and the outstanding support they offer customers.”

Revolver peeler CRR

The Sormac line operating at La Ferme à Jules consists of a transport belt, a revolver peeler CRR, an inspection table and hydrocooler. The revolver peeler CRR is the perfect choice for baby carrots, as the distance between the peeling rollers

is extremely small (< 4 mm) so that even the smallest carrots cannot fall between the rollers.



Revolver peeler CRR

Hydrocooler

Peeling means friction and friction is heat, which means that the product is warmed up during the peeling process. This negatively influences the flavour and shelf

life. For this reason it is essential to cool the baby carrots as soon as possible after they have been peeled. This process takes place in a hydrocooler where the product



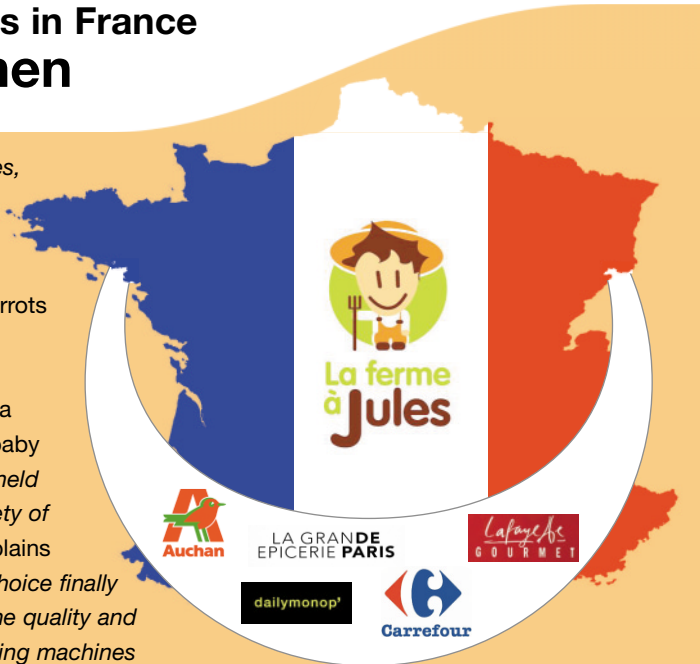
Hydrocooler

is transported against the direction of the water flow. The water has a temperature of 3°C. The water that continuously recirculates through the

machine is cooled in a separate cooling unit.

A slide chain system transports the carrots through the hydrocooler. By adjusting the belt speed, the dwell time in the water and accordingly the cooling time can be regulated.

La Ferme à Jules is a company characterised by a clever and efficient way of working. The choice of this calibre of company for Sormac underlines the fact that Sormac machines comply with the very highest operational and quality standards.



USM-S100: the silent peeler: < 83 dB(A)

85 dB(A) is a magical limit. Exceed this limit and wearing hearing protection is a legal obligation. This is an important reason why Sormac scores so well with the silent onion peeler USM-S100. One of the companies that chose this silent peeler is Peter CV, in Dinteloord. Each year, this company supplies millions of portions of sliced onions, e.g. to well-known fast food chains.

Albert Linders and Alex Buermans



And these customers don't just place high demands on the product, they also take into account whether sustainable production methods are used. Peter CV therefore decided to replace its existing machines with four USM-S100 models from Sormac. *"We compared various machines, but the USM-S100 won our vote in the end"*, explains Alex Buermans, one of the two directors at Peter CV. *"The distinctive feature of the Sormac peelers is their supreme ease of operation and the perfect peeling quality. And not just with normal onions, but also with the less firmly structured red onions."* *"The USM-S100 has low energy consumption, one of the reasons being that it uses less compressed air"*, adds Albert Linders, the other director at Peter CV. *"And what's more they are easy*



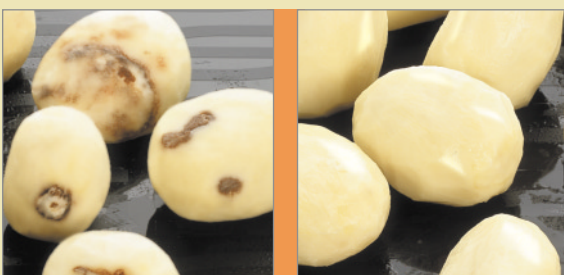
to maintain and clean, so working is even more hygienic and we can cut costs. But the thing that strikes you most is the incredibly low noise level, less than 83 dB(A)."

Since the four peelers have been operating, Alex Buermans has noticed a reduction in energy consumption of 60 kW. This can mainly be attributed to the low consumption of compressed air.



Sormac's benchmark company for potatoes "Come on, let's take a look at Diepers"

Johannes Diepers Landwirtschaft in Sevelen, Germany grows and processes potatoes that are supplied peeled to customers including institutional kitchens, hotels and restaurants. Diepers has been working with Sormac machines for fifteen years. As the company is located a mere fifteen minute drive over the border from Venlo, it is the ideal demo-plant for Sormac. Many users of Sormac peelers first made the acquaintance of the machines at Diepers!



Diepers has been using a carborundum peeler supplied by Sormac for fifteen years and in 2004 it was the first company to start using a MS-1400 knife peeler, the predecessor of the current MS-1T. This machine was specially purchased to re-peel potatoes with bruises. In order to meet the rising demand, Diepers ordered a new peeling line from Sormac in early 2010.

Before the order, a series of intensive meetings was held with Sormac's knife peeling specialist Wim Christiaens. The new peeling line for Diepers contains two consecutive knife peelers MS-1T, followed by an optical sorter, a roller inspection table and a knife peeler MS-1T to re-peel ejected products.

After passing all the machines the end product is simply perfect. The capacity of the line is 1,500 to 2,000 kg of peeled product per hour. And to end, a nice detail: The waste produced by the peeler is processed in a biogas installation that generates the energy used to power the line. A shining example of sustainable entrepreneurship!



Wim Christiaens and Johannes Diepers



New operations manager at Sormac Nico van Melick

In order to meet the growing demand for processing machinery and to satisfy the ever higher expectations of customers, the Sormac organisation has to grow accordingly. As a result, **Nico van Melick** has been appointed as operations manager. Nico, 37, has a family background in horticultural production and was previously employed at NXP Semiconductors in Nijmegen,



in the position of production and project manager. At Sormac he will be responsible for managing planning, purchasing, engineering and production. Nico sees his main task as ensuring that the expectations of the customers are met or even surpassed. *“That means delivering the orders of machines and complete lines on time, according to specification and in perfect working order”*, states the new operations manager.

Agent for the Czech Republic and Slovakia Pioneering in a growing market

The Czech Republic and Slovakia are central European countries with a traditionally important industrial sector and are emerging nations. This is reflected in an increasing demand for convenience food and processed potato and vegetable products.

And naturally Sormac has to have a finger in the pie. Therefore, some years ago a cooperative agreement was entered into with Jiri and Edita Kroupa from Skaneko, a company with

branches in Prague and Bratislava. In the meantime the Kroupas already have a number of satisfied customers in their area using processing machines for potatoes, carrots and onions.

Sormac has got to know Jiri and Edita Kroupa as genuine and sincere business partners. *“We are really pleased with our co-operation and look forward to a bright future”*, comments area sales manager Gijs de Rooy.



Jiri Kroupa

Did you know ... that Fruit Logistica is the largest trade fair of its kind in the sector?

There is nothing in the world that can compare with Fruit Logistica. This trade fair, held annually at the beginning of February, will have a staggering 2,300 exhibitors in 2011. Halls 3 and 4 will be showcasing processing machinery. And, of course, Sormac will be present. A spacious stand will display the product range and a number of the latest Sormac machines can be admired in full working order. This includes the automatic carrot topper WOA-3, the SC-940 centrifuge, a

mini-potato peeling line, and a USM-S100 onion peeler. But Sormac machines are not the only way of producing vegetable masterpieces. To show that other ways are possible, an artist will be performing on the Sormac stand to show visitors how to transform vegetables into veritable works of art.

Visit us in
hall 3.1,
stand C-17
and be
astounded!

