

# UPDATE

**sormac** 

Processing equipment for  
**POTATOES CARROTS ONIONS LEAFY VEGETABLES CUCUMBERS BELL PEPPERS**

## Verduyn and Sormac: a fertile cooperation



The strong drive for perfectionism at Verduyn, a family-run company in Kortemark, Belgium, is unstoppable. This drive forms the fundament of the success of this vegetable processing company. As one of Europe's largest carrot specialists, Verduyn offers an amazing range of high quality carrots for a variety of purposes. The company washes, grades, packs and cuts all kinds of carrots for a diversity of sectors. On a daily basis, the industrial sector, fresh markets and food sector are treated to the superior qualities of this attractive, fresh orange vegetable. Daniel and Alexander Verduyn continually invest in quality and anticipate each technological advance in the branch. Cooperation with Sormac, the ultimate specialist for carrot processing machinery, was inevitable. Verduyn recently integrated two Sormac WOA-3 automatic carrot toppers into their production line. This will allow the leading light in Flanders to meet the growing demand for pre-processed carrots. During the development of the WOA-3, top priority

was devoted to user friendliness. And special attention was given to the reliability of the machines. This last aspect was particularly important for Verduyn as the company also has to supply its customers on time and any time lost because of malfunctions simply must be avoided.



Daniel and Alexander Verduyn

### Quick and professional

Both carrot toppers were installed on raised platforms as a space saving measure. At the in-feed side of the installation Sormac integrated the machines already in use at the company, such as the undersize grading drum. All the controls for the units

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

**PACK EXPO**  
 26–28 September, Las Vegas, USA

**CIBUSTEC**  
 18–21 October, Parma, Italy

**PROPAK CAPE**  
 25–27 October, Cape Town, South Africa

**PPI ANNUAL MEETING**  
 26–29 October, Las Vegas, USA

**PROCESS EXPO**  
 1–4 November, Chicago, USA

in the processing line were integrated into a single operating panel by Sormac. The Sormac service engineers performed the installation and set up of the machines quickly and professionally, so any disruption was kept to a minimum. Within just two days the personnel at Verduyn were able to produce at top capacity again.

### Robust and reliable

The fact that Sormacs WOA-3 carrot toppers are used all over the world says enough about the durability and maintenance-friendliness of this machine. Owner Daniel Verduyn: *“That’s right, the WOA-3 is ingeniously designed and of extremely robust construction, whereby only the very best quality materials have been used and totally reliable parts. The robust construction particularly appealed to us. We have to keep production going at all times and cannot afford to run the risk of lost time due to faulty machinery. Our intensive fact-finding mission beforehand and the confidence inspired by the excellent references from the Netherlands, England and France, paved the way for our decision to choose Sormac. And it has certainly proven to be a fertile cooperation!”*

### WOA-3 – ADVANTAGES

- > static knives: less waste, less soiling
- > extremely robust and reliable
- > slow smooth running 3 or 4 lane machine
- > high capacity

# Sormac supplies Elsdorfer with a new salad line Clean, cleaner, cleanest! Fast, faster, fastest!

Elsdorf is very proud of a food tradition dating back more than 100 years: a century of superior quality dairy produce and 25 years of innovative, top rate convenience food. Freshness is the key word within the confines of the production plant of Elsdorfer Feinkost Aktiengesellschaft. The company made a conscious decision to totally upgrade the existing salad processing line, so that produce for a "Fresh Life" can be produced in Elsdorf. The contribution paid by Sormac is a considerable one.

Elsdorfer grosses in dairy products and vegetable processing and has a long-standing relationship with Sormac. The salad centrifuge, type SC-740, supplied by Sormac in 2006 is convincing proof. Elsdorfer however is going from thorough to supremely thorough, so is choosing not just to be better in comparison with others, but to surpass all others. So there was plenty of work on the cards for Sormac. The line has been extended by two new washers to replace the old machine. Sormac also installed the very latest technological developments into the



Centrifuge SC



exiting centrifuge. The infeed system of the centrifuge features a belt that ensures the leaves are always evenly distributed in a perfectly thick layer over the drum. The unique slanted drum in the centrifuge safeguards precisely even layering of the produce and makes sure the leaves exit the machine undamaged. The entire Pulstar washing line thoroughly cleans and dries the leaf vegetables.

### Installation in a single weekend

Site manager Ms Schwecke and technical manager Mr Müller at Elsdorfer are very happy with the outstanding quality of the salad washing and drying line, and were equally impressed by the speed at which the units were installed and put into operation in just one weekend. This efficiency meant that Elsdorfer's customers suffered no disruption to their delivery programme at all. A huge compliment to the team at Sormac. The Monday following installation was just another routine day at Elsdorf. Only everything was even cleaner and fresher than before. With the consumer being the ultimate winner.



## Eberhard Link chooses new peeling method MS-Combi peels the potato of the future

The citizens of Lauffen am Neckar in Baden-Württemberg do not need to be told what the true essence of life is. In surroundings of stunning natural beauty, the marvellous harvests of grapes have been used to make leading fine wines for centuries. Life is lived and enjoyed to the full here. So it is not surprising that Eberhard Link has mastered the art of the exceptional combination of potatoes and wine. Sormac are not wine specialists, but fortunately are specialised in ingenious ways of peeling potatoes – and that’s something they are very glad about in Lauffen am Neckar.



The MS-Combi knife peeler is suitable to peel pre-cleaned potatoes. Together with a screw de-stoner type SO, a roller inspection table type RLT and the AFW-40 weighing machine, this peeler creates a complete potato peeling line. Lauffen is ready for the new potato.

### Exit carborundum

And it is not only the consumer who will enjoy the result of these changes. The potatoes will also notice the difference. Mr Link confirms

the trend that growing numbers of small and medium sized peeling companies are switching to knife peeling and closing the door on the era of carborundum forever. And that includes Eberhard Link. Consumers appear to find more favour with knife peeled potatoes than with carborundum peeled ones. Knife peeled potatoes look far nicer. And an added advantage is the longer shelf life, which is of course fantastic news for the end users!

### Delicious

Mr Link made a very deliberate choice for a new peeling method and a new potato peeling line. Thanks to the innovative developments introduced by Sormac, Link is fully prepared to fulfil the demands of the critical customers. In Baden-Württemberg they can delight to the utmost in the joys of the good life, good wine and... the honest and tasty potato. Bon appétit!

## Interesting improvement to inspection tables It's going to be fun at the table again!

The better is the enemy of the good. That is sometimes a luxury problem. However, this dilemma has been solved by a number of technical improvements to Sormac's RLT-60 roller inspection table. Sormac combines innovation with proven performance in the past. This guarantees a long future for the roller inspection tables.

“A roller inspection table might seem to be a simple machine, but as they are often last in line in the production process, they are subjected to high demands” explains director Bert Haffmans. “So Sormac closely scrutinised the roller inspection tables, which led to some interesting improvements.”

### Safety

“The central focus of the improvements we have implemented was on comfort for the personnel working with the table and safety aspects for the end user of the vegetables. In compliance with the regulations the rollers are made of blue plastic so that any abnormal colours on the belt are noticed immediately. The rest of the table is made completely of stainless steel: including the drive mechanism and the motor. So no corrosion and good-bye to flakes of paint in close proximity to the

produce. As the motor is sealed off hermetically, cleaning the entire machine under high pressure is no problem. A simple frequency convertor allows employees working at the inspection table to regulate the speed themselves. All the models stand out for their extremely well considered ergonomic design, so working at the table is a pleasure” says Haffmans.

### Fun

The upgraded roller inspection table RLT-60 can be used for potatoes, onions, carrots, beet roots and other root vegetables. No matter what – it’s going to be fun at the table again.



## Quality from seam to sheet


Machines for the food industry are often made from sheet metal. Sormac has therefore recently invested in an advanced metal pressing bench to secure an even higher quality of sheet metal. This also makes the work of Sormac's metal worker Jan Meijers and his colleagues a lot safer and more enjoyable.

Badly executed fold's result in time-consuming assembly procedures with a lot of extra welding and a poor finished product. By investing in a new, top quality bending bench this problem has been banished to the past. With a pressure of 220 tons with a total length

of 4.20 metre practically all constructions can be constructed seamlessly and effortlessly. The sophisticated software is also important. The pressing bench is linked online to the engineering department so that the accuracy and ease of operation have been vastly improved. A highly advanced angle measurement system irons out any remaining inaccuracy. **Jan Meijers:** "My customers are in fact my colleagues in the factory who have to assemble the machines. And I can happily say that with

*my new pressing bench all I have are satisfied customers."* And the others who benefit of course are Sormac's customers!



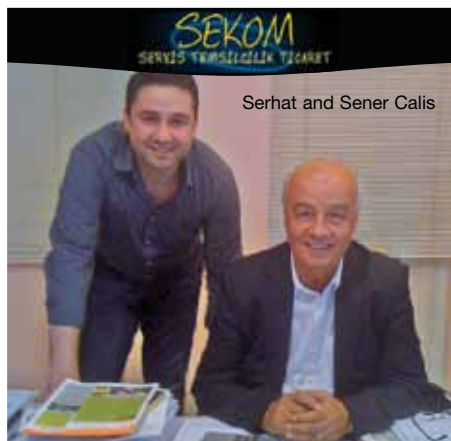
 Jan Meijers

## Sekom Servis opens the gateway to Asia

Turkey ranks fifth in world onion production following China, India, the United States and Pakistan. The major growing regions are the Marmara, the Mediterranean regions and South-Anatolia, but onions form part of the staple diet throughout the entire nation. In 2009, Turkey produced approximately 1.9 million tons of onions. Good enough reason for Sormac to briefly introduce you to Sekom Servis. A Sormac agent and key to the gateway to Asia.

From their office in the Asian part of Istanbul, Sener and Serhat Calis represent several companies including since 2006 Sormac. Both men are very impressed by the high quality of the Sormac machines. And Sener Calis is

particularly keen to applaud the qualities of the onion peeler **USM-S100** that was recently installed at the company ABH in Turkey. The low noise emission, reduced energy consumption and extreme ease of operation are USP's that are something to be really proud of.



Serhat and Sener Calis

### Welcome

Four salesmen and an engineer form the basis of Sekom Servis, and they are all very satisfied with the intensive support they receive from Venlo. **Sener and Serhat Calis:** "We regularly communicate with our network to point out the innovative, superior quality of Sormac products to interested parties – and with success. The **USM-S100** is just one example of innovation that unites ease of operation with optimal peeling results. Our doors are always open for Sormac to introduce new machines. They are always warmly welcome.

**Sıcak karşılama!"**



## Did you know ... that Sormac is active in Social Media ?

Sormac likes to lead the way and is active on Twitter, so it can give a proactive reaction to the market and share information quickly and efficiently.

This intensive form of communication will make the relationship with customers and other interested parties even more personal. Twitter has long since transcended the status of a trend and has proven to be a powerful tool on the business market.

### News

As a pioneer and innovator Sormac naturally embraces new developments. From pigeon post, via email to facebook and the twitter bird. An absolute high flyer. After all, birds of a feather flock together! Twitter account: @SormacNL

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