

# IMAFORNI

The newsletter of Imaforni Int'l

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# Today

## 2006, a Year Full of Opportunities!

Dear Readers,

This issue of our newsletter is being released at the beginning of 2006, so we can comment on our performance of last year and disclose our expectations for this year.

Year 2005 confirmed the business volumes obtained in 2004, despite a general contraction throughout the market - a clear sign that Imaforni's way of working is appreciated also during downward market trends. The order intake for 2006 obtained so far shows, at least for Imaforni, a clear and stable trend of further growth, indicating that most countries throughout the world are experiencing a positive shake-up of their market. These are business opportunities that our Group is committed to exploiting.

It is important to note that 2005 brought a change of ownership for two of our main competitors, Meincke and Spooner Vicars. A sincere welcome to these new proprietors, whom we shall be confronting again in future challenges during 2006!

In this period of the year Imaforni is working on an important show: the Ipack- Ima exhibition held in Milan in February.

We are taking part with two of our best-selling and most reliable items: an extruder for fruit-bar production and the rotary moulder machine, both of a working width of 1,500 mm. This re-confirms the commitment of our Technical Department to high-performance units; please refer to the special article to learn more about it.

We are proud to announce the sale of a particularly high-performance line to Galbusera, an Italian customer with an excellent reputation throughout the market for the quality of the biscuits they produce and well known for their extremely demanding approach to suppliers. A good experience which has made both companies satisfied with the partnership.

M. Dias Branco, a leader in the cracker and biscuit market in Brazil, is the group presented in the "Testimonial": an interview with Mr. Ivens Dias Branco explains the points which led to their success.

As everybody knows, 2005 was characterized by several disasters caused by nature. Imaforni felt the call of solidarity and for Christmas it devolved to an international charity fund most of the budget usually spent on public relations. We choose to inform our readers about this, not in order to gain any sort of glory or reputation, but simply so that we can all keep in mind the importance of solidarity with all unfortunate people around the world.

Let's build year 2006 together!!

Kindest regards

Demetrio Castello, Ugo Bademer

**IMAFORNI**  
The basic ingredient

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# People



Roberto Cassero

## Solid engineering background

Aged forty-five and with two children, Roberto Cassero has been with Imaforni since 1992. With a degree in mechanical engineering, he built up a solid technical experience in the field as a project manager.

He then went on to provide technical support to the Sales Department. It did not take long to see that this young man might be put to better use, bringing out his greatest gifts: foresight and an ability to grasp the essentials.

Today Mr Cassero is the company's Technical Manager, working in close contact with Mr Bademer, and he does his work with his own personal style, which may appear detached, but is truly intense: "Imaforni is a great team, and there are two or three real aces from whom I've learnt an enormous amount of things over the years, and who have encouraged me to produce ideas of my own." If you ask

him to give you a profile of himself, he'll immediately respond: "I've got a fairly good overall picture of things and I never lose sight of the company's mission."

And he is the one with the complex task of "making sure the ideas and sometimes explosive input from the ownership become concrete reality."

Mr Cassero coordinates the

departments are respecting the established production times and levels of quality without losing sight of market costs, while suggesting and coordinating research programmes.

His day is made up as much by routine as by the impetus and emotions that are a necessary ingredient in dynamic innovation – an aspect which, together with reliability, has given Imaforni its worldwide leadership. "Imaforni is a company that invests heavily in research and development", says Mr Cassero "And my job is to channel available resources to make sure we achieve the re-

search objectives we have set ourselves." These are the words of a manager who is used to accepting challenges but also giving them. His greatest task over the past year has been to coordinate the conversion of production, bringing back into the company the strategic processes that had been outsourced.

“ To convert the continuous ideas developed by the ownership into practical production routine. ”

activities of the Technical Department, together with production planning, and Research and Development. In other words, a wide range of tasks which are interconnected, and yet which each require special attention and particular examination. It is Roberto Cassero who needs to check that all the

"Bringing part of production back to the company also meant retraining and reorganising the personnel, as well as purchasing the latest, most technologically advanced machinery on the market. Now we can quite safely say that our units cost less and are

made better," concludes the Technical Manager, who for a moment runs through all the delicate faces of an undertaking which has affected just about every department. When asked what the future holds in store, Roberto smiles and his face lights up: could there be another challenge in the near future?

## Case history

### Galbusera, a Company that never compromises on quality

Galbusera started operations many years ago and has always based its success and development on the quality of its biscuits – which are considered some of the finest on the market.

Among the imperatives adopted by this family-run Italian company it is worth mentioning the use of top-quality raw materials and a culture of excellence applied throughout the entire production cycle.

These principles have been meticulously acquired and are applied by all production staff.

The choice of production equipment – and of the baking line in particular – is considered to be one of the most important and delicate decisions to be made when deciding upon new investments.

After long and careful assessment, Galbusera purchased a 1500mm-wide production line for hard sweet biscuits and shortbread cookies, complete with one of the longest baking ovens ever installed in Italy. It was a crucial decision for two reasons: first of all because of the 1500mm width, which was quite out of the ordinary for Galbusera, a company used to the traditional 1000 or 1200mm width of lines.

Both the needs of the markets in which the company works today, and future development strategies persuaded Galbusera to purchase a production line

with a high capacity in terms of surface area for baking. However, "high capacity" does not mean the line should be at all rigid.

Quite the opposite – the production flexibility offered by the Imaforni line was one of the key features that led to this supplier being chosen.

The second factor was the configuration of the oven: a hybrid-type was installed with a cyclothermic radiation heating section followed by convection heating: the type of oven chosen could not be subject to the slightest compromise! This hybrid

solution was immediately agreed upon by Imaforni and the engineers at Galbusera, who always keep the closest eye on the baking process and on the

effects it has on the flavour and aroma of the dough while it is being transformed into the delicious products that are so well known to consumers in Italy and Europe.

Practical field trials fully confirmed the quality of the products after baking, as well as the production capacity calculated during the design phase, and the flexibility and versatility of the line. It was a positive experience and success was assured when Galbusera entrusted the quality of its products to the experience of a prestigious supplier.

One that is used to satisfying the needs of its customers. Even the most demanding.



## News

### Changes in manufacturing

There is always evolution in any kind of human activity. The technology of manufacturing mechanical parts cannot escape this basic rule and Imaforni has not bucked this trend: a couple of years ago we revamped some of the key points of our manufacturing process: starting from the "brain", the design system was updated by the adoption of new 3D design software which enhances flexibility and speeds up the day-to-day activities of all our designers, especially those of the Oven Design Department. This state-of-the-art software brings the advantage of accelerating development work on new parts and in the introduction of new

technical solutions. As Imaforni has always been committed to the development and experimentation of new ideas and new solutions, this tools has improved and accelerated these strategic activities within our organisation.

Once the design work has been completed and approved by the Technical Department, the drawings of the parts to be manufactured are sent to our new CAM system (Computer Aided Manufacturing) which is the very latest in laser metal-cutting machinery; it cuts the sheet of metal to the design shape without wastage, while automatically reducing the amount of scraps usually obtained when using the tradi-

system. This new technology is very advantageous as the quality of the final pieces is far better than can be obtained using tradition manufacturing systems, especially in terms of tolerances on each individual piece, and in terms of lack of debris. This avoids the need for further processing to clean the piece, with a consequent reduction of overall manufacturing costs and times.

Further improvements are planned for the manufacturing process: Imaforni's constant commitment to improving its services for final customers and its continuous reactions to the market's challenges finds its finest expression in a continuous review of all manufacturing process with the aim of improving efficiency and delivery times.



Feel free to send any opinion to:  
[marketing@imaforni.it](mailto:marketing@imaforni.it)

# Testimonial

Interview to Mr. Ivens Dias Branco

## How to make it to the top in just a few years

M. Dias Branco is a Company that enjoys a position of absolute prestige in the Brazilian cracker and cookie market. We meet Mr Ivens Dias Branco, who has given us a brief insight into his adventure.

### What are the most important milestones, the most significant factors in your growth?

"Our business activity started up in 1927 with my father, who worked in a different sector from the one we are in today. In 1953, when I entered the family business, we had started working more on the production of biscuits and pasta, and as the years went by the factory known as Fábrica Fortaleza gradually began to grow. Recalling the main steps of our growth, I need to make one thing clear: we are a very closely coordinated and united team, and we work well together. We believe that this is a key

factor in any business undertaking. Without true harmony things just can't work, and this has helped us get ahead ever since we were small. Another very important thing has been the high degree of financial capitalisation: we try to do business by capitalising as much as possible, without tying up all our resources in investments and making sure we have enough resources to deal with future needs. This, combined with the continuous development of new ideas, and our ability to produce products that are always of high quality and competitively priced, has meant we have been able to obtain this remarkable growth".

### What is the basic difference between Imaforni and other suppliers?

"What we have seen in Imaforni is a company which

in a way is very similar to ours, with in-depth knowledge of the sector it works in, and a company very sensitive to the needs of its customers. We find that Imaforni is a true perfectionist in applying this concept. Another important element is that Imaforni is a company that always puts the focus on developing its own know-how. Since the philosophy of our company is to manufacture in the very best way, we have to make sure we always use the best equipment. This is why we undoubtedly give great importance to the quality of the equipment offered by Imaforni".

### What can you tell us about the future?

"Brazil is potentially an extremely rich country, but problems have been raised by political organisations. What we can expect from the near future, and what we are



Mr. Ivens Dias Branco on the right, and his son Ivens Jr.

already observing, is that Brazil feels it needs to have greater responsibility, both in the population and in the government, in the sense of obtaining greater efficiency from politics.

One can feel the desire for a better country, and I believe this is a nation that can achieve levels of development similar to those of the great international powers. The

philosophy behind our activity is simple: we trust in the potential for growth and maturity of this country and, as a company, we are committed to taking up the opportunities which are offered to us by Brazil's economic system. We shall continue to use the work strategies adopted so far, as they are the ones that have led to our success".

## On show

### Imaforni at Ipack-Ima 2006

Now a really flexible tool is in the hands of the bakers

This exhibition can be considered as the European showcase for packaging and processing equipment, second in terms of importance only to Interpack, which was held in 2005. This year it is taking place for the first time in the new buildings of the Exhibition Center located just outside Milan, in very up-to-date premises. At Hall 1 stand D 09, Imaforni is showing two machines which long demonstrated the reliability and performance of Imaforni equipment:

- Wire cut/extruder machine, 1,500 mm working width
- Rotary Moulder machine, 1,500 mm working width.

For this exhibition the wirecut has been selected in its configuration for the production of fruit bars in which the external part consists of dough, while the filling might be either cream or jam.

A set of pumps transfer the cream/jam from the hopper to the co-extrusion plate. Co-extrusion takes place in the specially designed system which consists of the fillerblock-coextrusion plate and die. When equipped with a crimping device, it becomes possible to produce dough with a soft, fully encapsulated filling of cream or jam. Dough containing nuts, chocolate chips, almonds or

other inclusions can be effectively cut using a standard wire or a cutting blade.

Now a really flexible tool is in the hands of those bakers who intend to increase their range with a new variety of added-value products. With just one machine you can make the full range of traditional wire-cut biscuits as well as products with different combinations of dough, cream or jam in the same piece! Our well proven 1,500 mm width Rotary Moulder machine in a version with the mould, the forcing and the rubber rolls all at 260 mm in diameter is shown on

the stand in a traditional configuration for medium to high production rate lines for soft dough and cookies.

Several other accessories like egg wash, sugar/particles sprinkler, jam depositor or ink printer, give all the flexibility of product types that modern biscuit markets require. The market requires high performance and efficient but flexible manufacturing equipment: Imaforni confirms its commitment to take up the challenge of this market by supplying 1,500 mm wide machines, now such a standard working width in our manufacturing program that it has overtaken our production volumes of traditional 1,200 and even 1,000 mm wide lines.



## Technologies

### Added value products technology

#### Co-extrusion & new ideas

One of the most challenging technologies in the biscuit-making sector is co-extrusion. In this process a flow of hollow dough is filled in its core by a pumpable substance, usually jam or cream.

This "rope" of center-filled dough can then be layered on a plastic conveyor belt, while a guillotine cutter, usually positioned after the oven, generates a co-extruded bar-type product. As an interesting alternative, the "rope" of center-filled dough can be of a different destiny. Just after the die, a set of "crimping" shutters makes a round pieces of dough with a soft centre made of jam or cream perfectly sealed inside.

The texture and the level of fat in the dough must be regarded with the necessary care; it must provide enough solidity to contain the filling, while at the same time it must produce a good "flow effect" to be suitable for the co-extrusion process. The filling can be either anhydrous cream or jam/marmalade, suitable for baking. Solid pieces contained in the filling can be processed. In the machine the filling is stored in one hopper and it is delivered to the co-

extrusion box by means of specially designed lobe-type pumps.

The concept of "one nozzle, one pump" guarantees a constant flow of the soft-center across the width to each co-extrusion die. The "give away" for this family of added-valued products is therefore reduced to a minimum.



The proportion between dough and filling greatly depends on the type of dough and the nature of the cream/jam: with suitable formulation, a proportion of up to 40% in weight of filling is obtainable.

Soft-center products of different sizes can be obtained simply by changing the die set.

In order to diversify the appearance of the final product different toppings could be sprinkled on top of the just formed soft-center dough pieces. In our Test Center, our Customers have the opportunity to test at

leisure different formulations of dough, and different flavours or viscosities for their fillings. One fully equipped co-extrusion machine, a tunnel oven and our expert technical staff are at their disposal.

In this sector of the market, Imaforni is present with a wide range of flexible units: we can offer wirecut

machines for the production of traditional cookies with inclusions; the same unit can be configured for the preparation of fruit-bar or soft-center cookies. top of the range in terms of flexibility is the 3E extruder machine: this

consists of 3 extruding heads and pumps in the same unit, making it possible to manufacture twin-colour dough with a soft-centre core consisting of jam or cream, or, alternatively, one-colour dough but cream and jam within the same piece, or dough of three different colours.

Mention should also be made of our depositor/wirecut machine: based on the concept of extrusion roll and pumpset, it is the ideal unit where wirecut, deposited and swirl products need to be produced in the same oven with a flexible machine.

Original technology



A symbol of Italian business style  
in fashion worldwide.

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