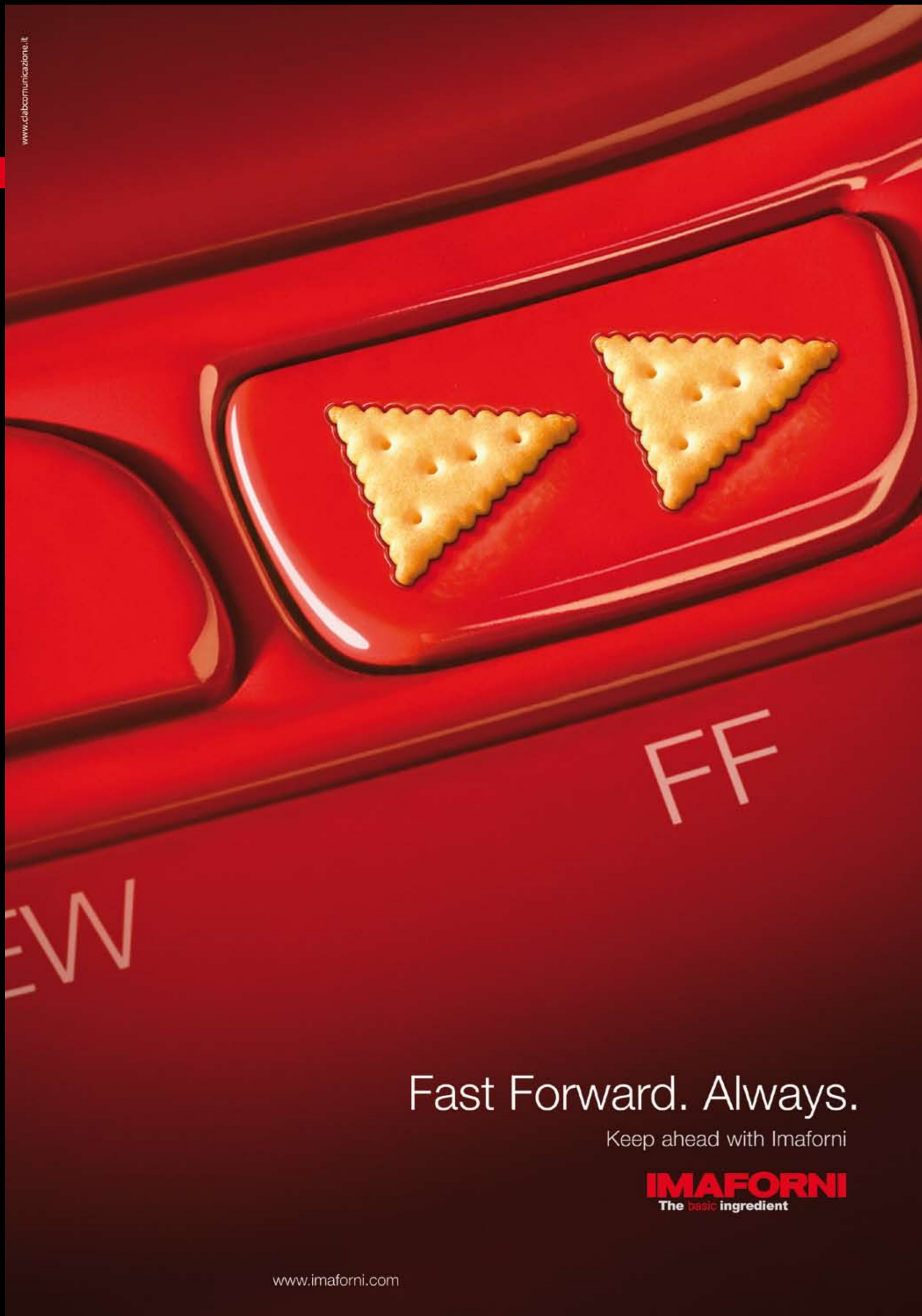


IMAFORNI TODAY

THE NEWSLETTER OF IMAFORNI INT'L

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An olympic team.

Dear Readers,

So here we are, at the most eagerly awaited event of the year: Interpack, the Düsseldorf trade fair where we shall have the pleasure of meeting many of you. After the excellent results achieved by our company in 2007, which exceeded all expectations, we can say that 2008 will be yet another year of growth. Despite the considerable increase in the cost of raw materials and the decline of the dollar, which we all know does little to help European exporters, Imaforni is preparing not only to consolidate but also to expand its presence on the markets of the world, again reinforcing the remarkable leadership it has gained in the bakery equipment sector. We have made an enormous effort to achieve this, devoting resources to finding the innovative technical solutions that have made our units even more competitive while maintaining the same high standards of quality and reliability of all our products. For some years now, we have been concentrating on developing production lines with widths

greater than the now "traditional" 1,500 mm (which we ourselves introduced and successfully imposed on the market in the early 1990s), because we believe that this will be the future of the great biscuit manufacturers. And indeed lines 1,700 mm in width have already been operational for two years. You will find in-depth information about our latest creations in the "Testimonial" section. And we do not neglect all those small and medium-sized companies that are currently expanding. We are always by their side, offering our assistance backed up by years of experience throughout the world. We accompany the growth of the small or medium-sized company that, with Imaforni, will become the great enterprise of tomorrow. And we end with a picture that we have decided to use for the cover of this issue, in the hope that 2008, the year of the Olympic Games, will be a golden year for all those in the bakery sector. Our team is all set to go.

Demetrio Castello - Ugo Bademer

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IMAFORNI
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Interview with Jorge Consolini, Industrial Manager of Bagley Argentina S.A.

Arcor: a sight to one of the key actors in Latin America

The company discloses how his new 1,65m wide cracker line performs



From left: L.A. PAGANI - President, O.A. Guardianelli - General Manager of Operation

As a result of this expansion, Bagley Latinoamerica was set up in January 2005, in a merger between the Arcor Group and Danone Group for the sale of biscuits, almond-covered cakes, and cereal bars in Argentina, Brazil and Chile. Bagley Latinoamerica has rapidly become the top biscuit manufacturer in South America, with seven production plants which together turn out about 320,000 tonnes of products per year. One of the managers running this business is Mr Jorge Consolini, whom we have the pleasure of meeting today.

What have been the most recent investments made by your group?

In 2007, the Arcor group made some important investments in its own production plants in order to continue improving the quality of our products and increase sales volumes both in Argentina and on the international markets.

In particular, at our Villa Mercedes plant (San Luis, Argentina), Bagley has started up a new line of cracker. This is the Arcor Group's largest production line and it is certainly one of the most modern and most high-capacity units of its type in the world.

We have invested in a modern, totally automated line which is capable of producing crackers at a rate of 4,3 kg per hour. The entire plant, which was supplied by Imaforni, is complete with mixers, forming line, oven (120 metres long and 1.65 metres wide), and cooling system.

What made your group decide to introduce a high-capacity production line?

In view of the great demand for crackers that has arisen over the year, our company decided to install this line which is characterised by its high production volumes as well as by its production efficiency. Despite the considerable size of the line, this new installation has made it possible to equal and improve on the quality of what are now our historic products - those that our traditional consumers

are most used to and that now constitute our production standards. This was one aspect of the investment that we were not too sure about: that of achieving the quality of the historic products that have been made using traditional equipment and with what are now considered obsolete technology and fairly modest output rates. But in a very short time, with the versatility and adjustments the equipment allow, as well as the skill of the Imaforni supervisors, we were able to reach and surpass our own objectives.

Extreme automation and high capacity normally mean inflexible production - did you find this was a problem?

Not at all. In spite of its size, this line offers great production flexibility. Right from the drawing-board stage, it has been designed, for example, to ensure rapid format

change, and this means we can produce a range of products which are quite different one from the other. The forming line and the oven can easily and quickly be adapted to the new production processes. And the production-line staff who effect product-change are those who work on the line itself.

What were the main criteria you used to choose your suppliers for this important project?

It's worth pointing out that, when drafting its technical requirements, the Arcor Group invited the best-established and most prestigious companies in each sector involved - raw-materials handling, product processing, and packaging. We took a number of factors into consideration in our assessments. These included the technical solutions offered, the robustness of

the units, the ease of operation, the limited maintenance costs, and the possibility of obtaining high-quality products with low levels of production waste.

For this sizeable investment, the Arcor Group once again turned to Imaforni, a company with a high reputation and huge experience in the sector.

It offered the technical solutions we wanted as well as a proven ability to respect schedules for construction, assembly and start-up, which we have seen in the projects we have already worked on together.

Our decision was also brought about by the similarities in the business culture of our two masses - all these factors have helped Arcor and Imaforni build up a long-term relationship of mutual trust, enabling our two groups to achieve outstanding levels of success, each in its own particular sector.



TECHNOLOGIES

Dough Feeding System - a tailor at the design table

When considering an investment in a new process line, most of the attention is focused on the make up and the baking sections since it is these that actually make the product, but, more often than not, our designers spend a good amount of time and experience on finding the most suitable technical solution to take the dough from the mixer to the first part of the forming section.

There are two main factors to bear in mind when studying a dough feed system: the type of dough to be handled and the space available in the premises, without neglecting accessibility and sanitation of the equipment.

Throughout our 45 years of history we have introduced some innovative applications: just before the year 2000 the pocket roll system was introduced. This is mainly used for cracker or hard sweet dough. It gently portions the dough mass contained in the overhead hopper and drops set pieces of dough onto a conveyor underneath, leaving the fermented cracker dough with its natural amount of air and

spongy texture almost unchanged. The already portioned dough pieces can be passed directly under the metal detector without requiring a traditional guillotine cutting system. Another successful application has been to feed white and black dough to a split hopper on a depositing/wire-cutting machine on top of

which we have installed two separate pocket-roll hoppers. Lifting each bowl and tilting it up at a sufficient angle to allow a complete discharge of the two masses was the easiest part of the task. The most challenging aspect was to make the whole dough feeding system and depositor machine easy to clean at the end of the shift or when

the production changed from one type of product to another during the same shift. The two hoppers were installed on a mezzanine on a common rail track system which enabled the twin hoppers to be pushed off the line by the simple touch of a button. The cleaning procedures, most of which were made with the support of a CIP (Cleaning In Place) system, can start straight away. The whole operation is limited in time, and the intervention of the operator is reduced to a minimum by ensuring that exactly the same sanitation procedures are applied and the same cleaning standards are achieved regardless of how skilled the operator on duty happens to be. Some types of dough require some resting time after mixing before being

processed by the first part of the forming section. Our last application involves the supply of a dough feed conveyor which collects the batch of dough tilted directly from a mixer. The start of the conveyor is actually positioned on ground level within the shoulder of the mixer. The sides of the conveyor are made of stainless steel, while the top is covered by openable lids, to prevent the dough from drying out excessively while resting. The whole equipment is designed with particular attention to sanitation, accessibility and ease of inspection. At the end of the conveyor a sort of dough crumbler - whose design depends on the type of dough being handled - makes pieces of dough available to the next stage, which is usually a separate conveyor equipped with a metal detector which automatically rejects unsuitable dough. Many other innovative applications have been created by Imaforni. Come to us with your problem and we will find a tailor-made solution for you.



Eight years of strategic decisions behind a promotional and advertising style

Coherence as the basic ingredient of the Imaforni brand

A vocation for innovation takes shape in a new style of communication

Eight years have passed since Imaforni's 21st century communication programme started up. The communication strategy originally has been developed around marketing decisions and the changes that Imaforni had been going through over the years. A radical transformation that had turned the company originally set up in 1962 into one of the leading players on the international bakery-equipment scene. All the work that has enabled the company to achieve product and service excellence has been consistently transformed into a style of communication that expresses

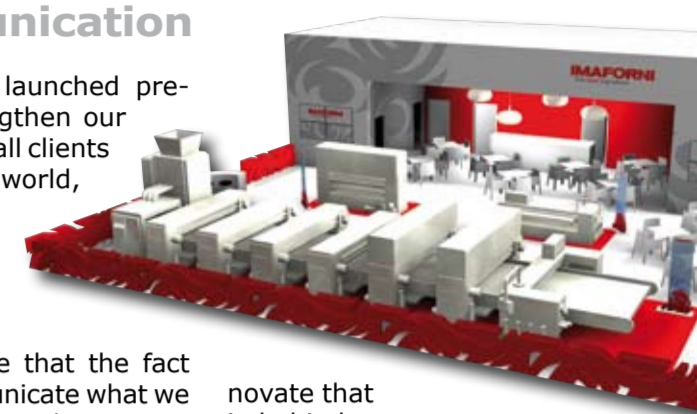
the fundamental values of Imaforni: technological innovation, reliability, close partnership with customers, and specialisation. When it came to choosing an advertising agency, we needed to find consultants who would be able to convey our innovative approach to the market with a communication style that would be equally innovative for the sector. This was at a time when "classic" advertising was changing, with new media like the Internet, new technologies, and new communication opportunities making it possible to enter into contact with customers. We immediately gave ourselves a new goal: just as our products managed

to enter different markets by adapting to different cultures and forms of consumption, so too would communication need to talk directly to all clients, on every continent. This is why we aim for maximum concision, concentrating on the fundamental concepts. Everything that has emerged since then - from our advertising campaigns to instruments for our sales force, our presence at trade fairs and on the Web, our corporate identity and institutional video - has been designed to consistently reflect the identity of the Imaforni brand. Imaforni Today is one of the results. It talks of the people, technology and philosophy of the partnership between Imaforni and its custom-

ers, and was launched precisely to strengthen our close ties with all clients around the world, which has always been one of Imaforni's priorities. We also realise that the fact that we communicate what we are is something that is recognised and appreciated. And we know that, when we talk of ourselves, the important thing is to inform rather than to promote. But more than anything we are glad we have been able to convey the passion that has always been a feature of the company ever since it was started up. This is the enthusiasm and the desire to in-

novate that is behind our new advertising campaign, which combines the symbol and concept of the fast-forward button with two crackers. Moving fast forward means offering customers the innovative solutions they need in order to deal with market change and to expand their businesses. A simple, direct metaphor that expresses what Imaforni is today: a leader that always manages to stay one step ahead, but also - more importantly - one that makes sure its customers stay one step ahead too.

Feel free to send any opinion to: marketing@imaforni.it



SOCIAL

Childhood project now under way

Local teachers at work in the new kindergarten



From left: P. Buratti Franciscan missionary, Suor Rosanna Nava and the building designer G. Vallicella

In September, the first academic year of the nursery school in the village of Cumura, Guinea-Bissau, will get under way. Work on building the nursery school - the project that Imaforni is giving its support to in cooperation with Franciscan

monks and volunteers - has come to an end, and it is now ready for action. Suor Rosanna Nava, who heads the school, will be accompanied by a team of local teachers, in order to make sure the two fundamental objectives of Cumura are achieved: obtaining the active participation of the population and creating the conditions to enable the inhabitants to maintain their own traditions and, at the same time, receive an all-round education and basic notions of hygiene. About 120 children will be attending classes and they will have a roof over their heads when they need it most: during the rainy season, when malaria becomes most virulent. Being able to rely on a daily meal, clean

clothes, and constant work to improve sanitary conditions, will mean that many of these children - many of whom would otherwise be left on their own in the streets - will be assisted during the day. Classified by the World Health Organisation as the fourth poorest nation on earth, Guinea-Bissau is struggling to get to its feet, thanks to international aid and the untiring work of volunteers, missionaries and individuals. Logistics and communications difficulties make initiatives like the one supported by Imaforni even more important: organising a network of efficient and competent staff, providing economic aid and the materials required to build infrastructure is a concrete way of helping a population who are desperate to improve their own conditions.

