

IMAFORNI TODAY

THE NEWSLETTER OF IMAFORNI INT'L

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Summary

case history

Two Italian companies choose Imaforni technology

people

Always by your side

technologies

Imaforni expands its range of depositing machines

Dear Readers,

Much has changed since we last met on these pages: the financial storm that has hit the entire world economy fortunately appears not to be producing massive repercussions on our sector. But it is common knowledge that the food industry generally tends to suffer less than others in periods of economic crisis. East European countries seem to be having the greatest difficulties, for the devaluation of local currencies, combined with the credit freeze, seems to be slowing down economic development in this area. Despite these difficulties, however, we can see a great ferment of new ideas, as though people were just waiting for the financial crisis to clear away in order to launch their investment programmes.

Imaforni ended 2008 with highly positive results, achieving the significant growth rates that we conjectured in the previous edition of this paper. Despite the overall economic situation, we are looking forward to 2009 with confidence, and

we aim to equal or improve on the results we achieved in 2008.

This edition of our paper is coming out at the same time as the Ipack-Ima fair. For this occasion, we have devoted our feature article to two Italian companies that have embarked on some significant investments: Divella, which has built from scratch a complete production plant for the manufacture of the biscuits it previously only marketed; DECO Industrie, which has fitted itself out with a multipurpose line that will be used mainly for health products. The flexibility of the products that can be made is, we believe, the most significant aspect of the systems we have delivered. We are grateful, and also honoured, that these two important Italian companies have chosen Imaforni as their partner.

Demetrio Castello - Ugo Bademer

IMAFORNI
The *food* ingredient

CASE HISTORY

Two Italian companies choose Imaforni technology

Both Deco Industrie and Divella select Imaforni to implement their company strategies

We are taking this opportunity to find out more about two important Italian companies which have recently been preparing to take up the economic and commercial challenges of the coming years. They are doing so with flexible, reliable, and state-of-the-art production units.

Deco Industrie

is a large cooperative that has been working in the country ever since 1951. It has expanded and consolidated its activities in a number of sectors, and especially in that of bakery, with its own Pineta and Loriana brands, and in household cleaning products, with the Scala brand. With four production plants, DECO is now a leading company, as well as a centre of highly



Easy life is the name of the new line of biscuits that has recently hit the market. It includes shortcakes, wire-cut biscuits, and health-market deposited biscuits and bars, for which the company has created a series of recipes in-house or in collaboration with the most prestigious Italian universities and nutritionists.

Innovation and diversification were thus the key concepts behind the design of the new line, which consists of a rotary moulder unit, and an extruder/wire-cutter on its own independent conveyor placed before the oven, which makes it possible to form traditional or jelly- or cream-filled products. It also has a two-head depositing machine over the oven steel band. Technically, the depositing unit is a very advanced machine and it is used for soft or two-colour doughs, which are very popular on the Italian market.

It is worth commenting on the dough feeding system to the various machines: we were asked to create a solution with the highest level of flexibility, making it possible to distribute the dough from just two dough-loading points on the ground via a series of overhead conveyors to the hoppers being

used for each process. Control of this complex system is made very easy and intuitive by the use of a sophisticated PLC unit: the operator simply selects the type of process required and the system automatically chooses the ideal way to perform it.

The company's huge range of products is baked in a hybrid cyclotherm and indirect-convection oven, with a steel-band conveyor belt. Since the large range of products requires very different temperature programs, the flexibility and reactivity of the oven to changes in the technological parameters is an important aspect of its operation.

Divella is a historic brand in the pasta sector and in the art of milling, with a family company that dates all the way back to 1890, when it set up its first pasta factory. Ever since that time, the company's mission has been to "... distribute throughout the world food products of the highest quality, which are recognised by the customer as excellent in taste and that contribute towards correct nutrition. This is the objective on which the company, now in its fourth generation, concentrates its efforts, constantly striving to achieve the highest standards of quality. This is Divella's daily commitment, and it is maintained for those who love the genuine tastes of yesteryear, which are sought after and appreciated even in the modern world...", as the company's official presentation puts it. This is a company that has always focused on, promoted, and transformed the finest products of its land, Puglia, such as wheat, transforming it into excellent pasta and exquisite biscuits. This is why its line of flours and bran,

shortbreads and wire-cut biscuits, plum and other cakes, oil and balsamic vinegar make the products Divella offers its customers, so unique and comprehensive. This Mediterranean passion for fine, well-made products can be seen in the company's commitment to the most genuine foods, which are perfect for a balanced and healthy diet. Fully respecting this company tradition, the line of biscuits known as "**Fantasie del Mattino**" uses only healthy, natural, and genuine raw materials. The recipes are nutritionally balanced, so they have the right amount of non-hydrogenated fats and are completely free from chemical additives. "**Ottimini**" are the classic wire-cut biscuits that best represent the homemade taste of Divella products. The range of biscuits, which was originally only marketed under the company brand, has proved so successful in terms of sales volumes that the company has decided that it would be more convenient to manufacture these products, which have great brand loyalty among customers, in a plant of its own, and to expand the range with delicious new products. Divella has built a production plant from scratch for the purpose, and installed two 1500-mm-wide industrial biscuit manufacturing lines. One of these is specialised in the production of shortbreads topped with icing, and traditional wire-



Francesco Divella, the company founder

cut or two-colour dough biscuits. The second line consists of an extruder/wire-cutter which can be used not only to make traditional biscuits but also co-extruded products filled with cream or jelly, filled bars and other novelties. The dough-feeding system along both lines has been studied to ensure maximum flexibility in terms of the type of dough and the hoppers to be filled. The entire forming area has

The Mediterranean passion for a balanced diet.

been designed to facilitate product change, cleaning and access for the operators, and these machines are also "tool-free", which means they can be disassembled for cleaning and servicing without the use of tools. The ovens are of a hybrid cyclotherm and indirect-convection type, a solution which has been offered by Imaforni for years now, ensuring the highest quality and greatest flexibility in baking this type of product.



Easy Life: the health-biscuits brand.

competitive technology and human resources on both the Italian and international markets. In the bakery sector, DECO has mainly focused on production for private labels, serving the most prestigious Italian names in large-scale retailing with products ranging from biscuits and crisp rolls to typically Italian products for special occasions, such as the Panettone and Pandoro, as well the famous Piadine (tortillas), in which it is the undisputed industrial leader.

Its modern plant, which is specialised in the production of baked products, has a staff of about 220 people working three shifts on 5 production lines. The flexibility of the latest of these lines, which is used for a vast and specialised range of biscuits, puts it at the very forefront of technology.



PEOPLE

Always by your side

Reliable and effective after-sales service

These days, an efficient and modern industrial plant manufacturer cannot focus solely on designing, manufacturing, and selling its equipment. Also the services it provides need to be carefully worked out, reliable, and of the highest quality. This is especially true of installation and testing activities and of after-sales services.

As you read this, Imaforni is working on about a dozen installation sites in as many countries around the world. All these activities require an organisational effort that is quite out of the ordinary. They are supervised by our Mr. Gianluca Dolci whom we presented to you in a previous issue of this magazine. In order to cope with this huge commitment, Imaforni has set up a team of no fewer than 34 people, including assemblers, commissioning engineers, electrical supervi-

sors and software specialists, all of whom are highly qualified.

We believe that no other company in the sector is capable of providing a team of such dimensions, reliability, and professional competence, as our customers demand of us.

All our staff are trained in-house, starting with work on the shop floor, where they assemble lines to be delivered, and then working alongside more expert technicians during their missions abroad.

The training and professionalism of these technicians is a matter of great importance, because a well-designed plant needs to be assembled with the utmost care, for otherwise it might not fully provide the performance for which it has been purchased. And this would be quite unacceptable for our company culture!

Imaforni strongly encourages feedback from these technicians to the Technical Department, with suggestions for improvements and modifications to the plants. This is invaluable information, for it comes from technicians who work in the sector and who have direct practical experience in the field.

When carrying out these activities, it is necessary to bear in mind a whole range of factors: their willingness to spend long periods abroad, away from their families, their open-mindedness towards cultures that are very different from their own, particular work and climate conditions, and often tight schedules. During installation and start up, Imaforni technicians and those of the customer, frequently form relationships of great friendship and mutual esteem, so often the same

technician is invited by the customer to install and start Imaforni lines that are purchased later on.

Particular attention is paid to after-sales service at Imaforni, because we are well aware of the potential inconvenience that would be caused to our customers – who are located all over the world – if they did not receive prompt advice and the technical assistance they need in order to operate the machines on their premises.

We believe that the best after-sales service starts with comprehensive, clearly written operating and servicing manuals, accompanied by a complete and precise list of recommended spare parts. The most modern communication technologies now also make it possible to effect remote monitoring of the operating conditions of our lines.

And indeed, a modem is now standard equipment on the most complex plants: this means that our software specialists are able to directly monitor the functions and performance of a PLC which may be down. We can therefore provide effective online service, checking the correct operation of the PLC and suggest what can be done to start up the line as soon as possible. Software updates and modifications can now also be sent directly via modem.

This dedication to service is particularly appreciated by our customers, who acknowledge the value and professionalism of the assistance provided by our highly qualified staff. And this once again confirms the reliability and continuity of our operations even after the sale has been made.



TECHNOLOGIES

Imaforni expands its range of depositing machines

A single two heads machine for two-colour-dough biscuits

In the high-added-value industrial pastries and baked-products market, Imaforni is continuing its constant evolution and development of machines and plants. The range of forming units for soft doughs has recently been completed with the inclusion of a two-head depositing machine.

The new unit consists of a base which has been designed to be manufactured

entirely in stainless steel, which is an essential feature for complex cleaning operations such as when egg-based doughs are used. The base houses all the movement systems for the head above, with all the motors and mechanical devices located outside the frames, in order to facilitate inspection and servicing operations. The machine is designed to leave clearance of about 400 mm above the ground to facilitate cleaning operations.

Each depositing head consists of a stainless-steel hopper which can easily be removed, a pair of grooved rollers, under which there is a metering group consisting of a pair of lobe pumps that ensure perfect control of the weights right across the work width. The machine can thus be loaded with two types of dough, of different colours. A coextrusion chamber combines the two different doughs to create unique products in a variety of combinations. This chamber is the heart of the coextrusion process and its manufacture requires the use of high-precision operating machines to ensure the degree of accuracy required for components that are essential for obtaining the highest quality of coextruded products.

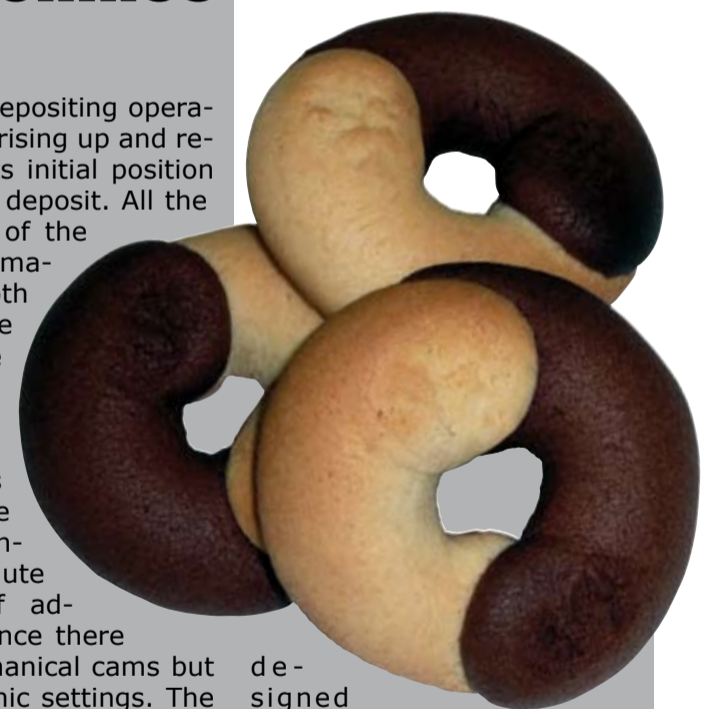
The movements of the head are the classic ones of a depositing machine: the head is lowered to deposit the dough on the oven band, and it follows in the direction of the belt

during the depositing operation, before rising up and returning to its initial position for the next deposit. All the movements of the depositing machine – both of the base and of the head – are made using brushless motors. This cutting-edge solution ensures absolute flexibility of adjustment, since there are no mechanical cams but only electronic settings. The operator interface, with its colour touch-screen monitor, is located at the side of the machine and can be used to make all the necessary adjustments, as well as recording the various work settings and displaying a list of past faults.

The unit can also work with a single head for the production of more traditional deposited products, and it may also be equipped with rotating nozzles, or completed with a jelly topper to make the products even more appealing.

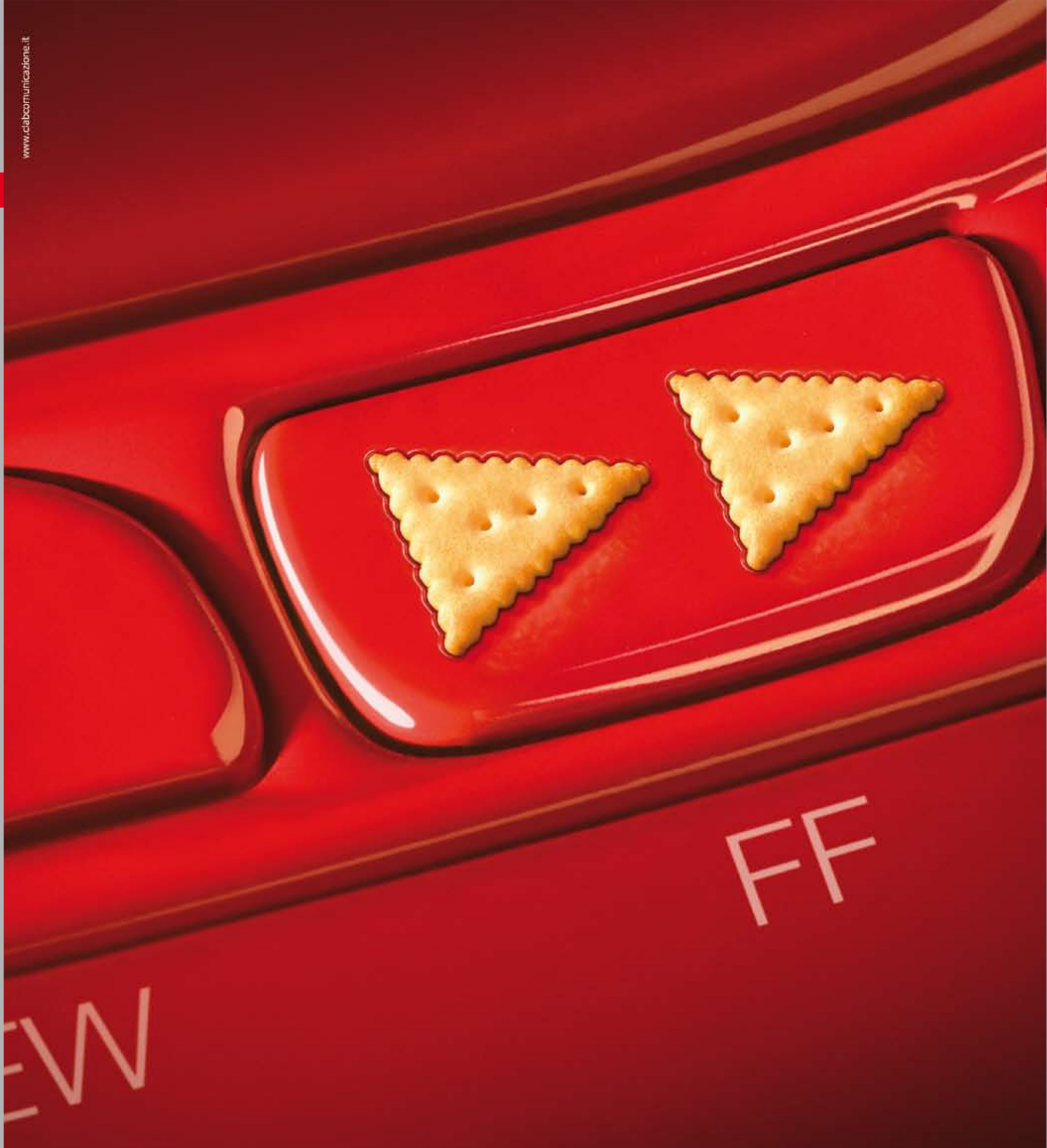
It is worth pointing out how the machine has been

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



designed in line with Imaforni's most modern "tool-free" design philosophy, which means that all normal maintenance operations can be carried out by the operator without the need for any tools. This means that the hopper can easily be removed, and the die plate and the pumps can be completely extracted and taken on a special trolley to the cleaning room, while the grooved stainless steel rollers remain in place. At this point it is possible to clean the machine on-site, using the standard accessory kit provided with the unit.





Fast Forward. Always.

Keep ahead with Imaforni

IMAFORNI
The basic ingredient