

Campofrio Aims High on Energy Efficiency and Yields

As project engineer for Campofrio Food Group SA, Fernando Baños has an eye for innovation and an open ear for fresh ideas. So when he enters into a new product line design, Baños looks for a partner with the ingenuity to aim high and deliver big. Success, he says, entails a process of continuous improvement where results can be quantified and the projected pay off is fully on target.

So why did Baños choose the PowerMax4000™ slicing system from Formax® for Campofrio in Burgos, Spain? Because the PowerMax4000™ offered a measurable difference in energy use and yields. Formax®'s reputation for superior slice integrity, technical service and low operating costs fit perfectly with Campofrio's quality image and productivity goals. Formax®'s

We also benefit from a high quality stacked appearance which is essential for a Campofrio brand product."

Large Product 2-up Solution

Campofrio produces and markets lunch meats and cold cuts under the Navidul, Campofrio, Oscar Mayer, Revilla and other private brands. The PowerMax4000™ was selected for its ability to run large 2-up products, including a popular 195mm x 125mm ham, in 10 slice 250 gram packages.

"The slicing system's ability to cut two large pieces simultaneously increases line performance and enables the use of a larger packaging machine," continued Baños.

"Formax®'s 2-up solution simplifies

with short payback time was crucial. So the numbers had to add up, and they did with the large capacity 2-up solution with the PowerMax4000™.

Yielding Higher Profitability

A pragmatist at heart, Baños is well aware of the value offered by other manufacturers as well. But he could not overlook the longer-term benefits of the PowerMax4000™. "As is logical," he says, "the purpose of installing a line of this quality is to increase productivity and improve costs. The quality factor, offered by this equipment, was very important in our final purchasing decision as it brought significant cost efficiencies for Campofrio."

When it comes to maximizing

"The PowerMax4000™ impressed us immediately. The independent grippers give us better weight control and improve yields substantially. And that's just the beginning."

***— Fernando Baños, Project Engineer
A Division of Campofrio Food Group S.A.***

technical service team was completely successful in presenting Baños with the critical data he needed to support the purchase.

"The independent feeding system on the PowerMax4000™ was a leading factor of our purchasing decision," starts Baños. "The slicing system achieves excellent slice integrity and higher yields thanks in part to a feedback loop designed to ensure the exact timing of the scales and the grippers. We get perfect slices without feathered edges, accurate product groupings and guaranteed package weights with minimal giveaway.

loading and decreases the speed of the blades which extends the useful blade life and the durability of the slicer. We chose the PowerMax4000™ to increase our productivity and lower our costs."

Before the PowerMax4000™, Baños' only option was to select a single piece slicing system. But its operation would have required faster blade speeds and an additional device that would turn and place the portions into two lanes. This solution would have drastically increased blade sharpening requirements and elevated costs over time, he says. Recovering Campofrio's initial investment

yields, Baños aims high and then aims higher. Already, the new PowerMax4000™ slicing line is achieving 2-3 points of improvement. Campofrio anticipates that even higher gains up to 5-6 points can be achieved by continuing to work with Formax® technical support.

"All savings are important, and therefore, we are striving to reduce our crust freezing requirements," said Baños. "Freezing and refrigeration are among our most costly energy expenses and lowering tunnel temperatures by 8-10 °C can provide

us with a considerable saving. We're collaborating with the Formax® Center of Innovation and Technology to get the most from their patented blade technology which uses serrated blades and reduces crust freezing requirements."

Food Safety

The PowerMax4000™ is designed to ensure thorough hygienic cleaning in the least possible time.

"With every shift, periodic cleanings are a requirement. And therefore, the easier a machine is to clean the higher its productive use," explained Baños. "The thoughtful design of the equipment fundamentally prevents contamination, and therefore, the inherent features of

the PowerMax4000™ make it simple to maintain excellent hygienic conditions."

The PowerMax4000™ is differentiated by its open hygienic design, which features a Laser Safety System to minimize physical guarding. There is also an automated clean up mode providing touch-of-a-button access to all surfaces. For maximum food safety, Campofrio is also utilizing the PowerLoader, an automated loading system that offers matched performance with their packaging machine.

Fully Satisfied

"One of the factors we always value highly after the purchase is technical assistance, and in this case, Formax® fills our requirements at a very high

level," continues Baños. "Logically we expect this service to continue both during the warranty period and beyond. Customer service relationships are crucial in maximizing the long term value we receive, and Formax® can provide us with a one-stop solution with service and replacement parts. It's already known we have a second PowerMax4000™ on order."

Prior to initiating 2-up production with the PowerMax4000™, Formax® provided Campofrio with two FXplus® Modular Systems as an interim measure to the line transformation. "The FXplus® accomplishes its goals perfectly," concludes Baños, "And we believe it to be an excellent machine."

THE POWERMAX4000™



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