

The Formax® Maxum700® Rises to the Challenge at Fair Oaks Farms.

With annual sales increasing each year and multiple processing facilities, Fair Oaks Farms is known for quality, cost-efficiency and the application of forward-looking technologies. So no one was surprised when management turned to Formax® and the Maxum700®.

“Our forming lines handle a mix of further processed meat products, including pork, beef and poultry items,” starts Elizabeth Molton, General Manager of Fair Oaks Farms, Pleasant Prairie, Wisconsin. “For this new line, we knew we wanted a servo powered system that could handle the large amount of product we planned to put through it.”

“It was the best install in my 21-year career, and it had to be because we were behind,” continued Molton. “The service we received from Formax® was truly world-class, I can’t tell you enough about it. I really have to take my hat off to the team at Formax®.”

***— Elizabeth Molton, General Manager
Fair Oaks Farms, Pleasant Prairie, Wisconsin***

“We were under the gun. We needed a system that would operate to our specifications and standards. And we needed it now. The new former had to deliver higher capacity levels and handle all our different species.”

A Clean Start

Formax® made a firm commitment for a Sunday installation and that made possible the seamless startup

that they experienced on Monday morning.

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Formax® was contacted on a Thursday afternoon. They made a firm commitment for a Sunday install. The startup on Monday was a total success. But even so, Fair Oaks Farms took a cautionary approach. They wanted to run production for the full week because many different products were scheduled for the new line. Yes,

the Maxum700® had proved itself with the breakfast sausage patties, but Molton wasn’t ready to sign off. She wanted to make certain the forming system was flexible enough to run all the different products.

Technology and Teamwork Meet the Goals

“Our customers don’t just buy pork items, we sell beef and poultry as well,” said Molton. “Some formers

are good with poultry, and others are good with beef and pork. We needed a former that was good with all three, and we found it with the Maxum700®.

“The team Formax® sent for technical training was so helpful. They took the time to go through everything, even though the operators picked it up well. Formax® not only made certain our startup was successful; they also looked at our other machines checking for issues. They don’t just come in and pigeon hole one area, they look at everything. That’s world-class service in my view.”

At the end of the week, the Maxum700® met every goal with respect to production rates, product quality and weight control on every species. The sanitation features impressed Molton as well, because the former is easily disassembled to provide clear access to the feed screws and the plungers. “Formax® has been so progressive in the sanitary design on this machine with

the one-piece pump box. It’s very impressive,” she said.

In addition, when asked if Fair Oaks Farms uses Formax® mold plates throughout both of their plants, Molton said, “Absolutely,” she prefers them. “The number one reason for using Formax® plates is they perform better over longer periods of time.

They don’t wear out as fast. Formax® also documents all of the plates that they supply. This historical information is invaluable when you’re ordering multiple items over the course of several years for two plants.

Smart Choices Stabilize Prices

“Fair Oaks Farms is always looking

for ways to save its customers money,” concluded Molton. “In these times where energy and feed prices are driving our costs up, we are looking hard for cost containment opportunities in order to keep our prices stable. The Formax® team and the Maxum700® are clearly helping Fair Oaks Farms meet its goals.”



FORMAX®
There's more in it for you.

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