

03.10.2009 **Press Announcement IBA 2009**

BLUE VALUE – New symbol for safety and partnership

WP HATON presents a completely new way of thinking for services

IBA 2009 – Whoever in this day and age, only considers the lowest purchasing price is acting short-sightedly. An attractive and ultimately lowest cost offer includes much more and does not end with the delivery of the machine.

The magic words are called lifelong partnership in connection with service and security for bakers worldwide. When it comes to deciding on a new investment, the service is already of great importance for many bakers.

Apart from production capacity, handling and the purchase price, the running costs, maintenance intervals, reliability, problem-solving ability and speed play a central role.

Only if the whole package fits perfectly for a long operating period, can a maximum additional value be guaranteed in an investment. Blue Value stands for a completely new way of thinking and acting.

The focus is the customer!

When a customer decides for a WP Blue Value package, they do not only buy a machine but a lifelong service partnership. Blue Value is calculable and guarantees lifelong production security. The customer does not primarily pay for metal and motors, but for the production capacity of the required baked products.

- Maximum production security and in the worst case, the fastest repair due to the immediate availability of spares.
- Preventive maintenance also e.g. online, reduces costs for repairs and wear
- Longer operational life span of production module and quality retention allow a higher resale value
- Spare and wear parts are always available

Blue Value can, for example, include a Blue Box, which contains all critical wear and spare parts, or online maintenance and fault analysis. The individual customer requirements are a central factor for Blue value.

The concepts, with the first steps, will be presented for the first time by WP HATON at the IBA.

Contact person on the WP booth:

Henk Snellink

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Twice as strong!

The new double tool mixer TITAN of WP Kemper meets the highest customer requirements

IBA 2009 – Nowadays, those who want to successfully produce rolls and pastries in the best quality, know that professional mixing is one of the most important prerequisites. The challenges, in this regard, are to produce consistent craft dough quality at the push of a button, with maximum flexibility. Additionally the must be kept in mind.

Right here is the innovation of the Double Tool Mixer TITAN from WP Kemper. The mixer is particularly suitable for the larger bakeries and all processing areas in an industrial operation, designed with a dough capacity of 240 kg and an hourly capacity of max. 1.680 kg at a batch time of 8.57 min..

The infinitely adjustable drives ensure maximum flexibility dough production capacity. Only very short mixing times need to be planned, due to the implementation of the 2 spirals.

In addition to the high quality, cost effectiveness plays a large role today. The new mixer from Kemper is also playing a leading role here. The specially designed energy-efficient motors reduce the energy consumption by 15%, which means significant cost savings for the baker.

The stainless steel mixer, with its robust design, meets the current requirements for processing a large and diverse assortment of products, through the use of different tool configurations.

The highest dough quality production is possible by the use of the new Double Guide Bar. Due to the special mixing technique of the 3-zone mixing principle, as well as the program control, the baker acquires products of constant craft quality.

The user-friendly handling and the possibility to store recipes, guarantees a secure production.

The Kemper mixer meets the highest hygiene standards, as the machine can be completely cleaned with water and is ideally suited for future requirements.

Customer benefits of double tool mixer at a glance:

- Industrial production with craft dough quality
- Shorter mixing times
- Maximal flexibility in production due to infinitely adjustable drive
- Energy efficient production
- Fulfilment of highest hygiene standards
- Constant quality due to program control

Contact person at the booth:

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The next generation is here!

Innovative reinforcement with the QUADRO Lines from WP Kemper

IBA 2009 – WP Kemper, the specialist for roll segment within the WP BAKERY GROUP, expands its portfolio of the QUADRO Lines for the IBA, with a new Dough Dividing Machine and Seeding Unit for production of quadratic, rustic products. It is called QUADRO FILIUS and has advances through some innovative features.

Annoying and unhealthy stretching and bending with dough charging and discharging is a thing of the past with this machine.

With the QUADRO FILIUS the charging and discharging points, as well as the controls are set at an ergonomic height.

The dough flows only in one direction; that prevents the backflow of soft dough.

A considerable aspect, as the QUADRO FILIUS also processes extra soft dough with absorption of up to 80 %.

The system can be integrated into virtually practically any production environment, thanks negligible footprint of only 1 m². Its great advantage here is mainly the low energy requirements. It works under the motto "Plug & Play" with a standard single phase power supply of 230 volts.

The capacity of the new dough dividing machine is from 1.200 to 4.000 pieces per hour, with a weight range from 25 to 360 grams.

The basic version of the 3-row QUADRO FILIUS is based for the consideration of its capacity on the one side to craft bakeries with high quality standards, who want to win over new customers with rustic products. On the other side, the QUADRO FILIUS is also suitable for medium and large bakeries that want to economically produce small batches of specialty products.

The new QUADRO FILIUS will be in operation at the WP BAKERYGROUP booth in hall 10.

Contact person at the booth:

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WP Roll concept – New possibilities with the MINIROLL

Round or longmoulding, the WP MINIROLL offers high productivity and quality in the smallest footprint

IBA 2009 – If you look at the current situation for modern roll production, the bakery business today is facing many challenges. The most valuable resources, time, material and energy are becoming more expensive. Ensuring day to day quality is becoming increasingly difficult due to frequent turnover of staff. Regular customers disappear, the competitive pressure is constantly increasing. Low productivity leads to high costs and the necessary investments are often too high.

For this reason worldwide solutions are required in craft bakeries. Solutions, to produce new roll products economically, in high quality, but still automated production. Automated roll production with the possibility of a quick Return on Investment.

The new WP roll line MINIROLL for round and longmoulded products aims exactly here. With an hourly capacity of 3.000 pieces in a weight range of 35 to 90 grams, the MINIROLL allows the production of, e. g. smooth round, double pieces (option), cylindrical rolls, mini baguettes and sandwiches (e.g. puntjes).

Production without proofing, through bypass, or with a 6-minute proof, the MINIROLL offers flexible options and capacity. All standard tray dimensions can be used. The depositing pattern can be selected individually through an automatic depositing operation.

- Integrated dough dividing machine = small footprint
- Intensive sanitation = CE conformity & hygiene safety
- Intelligent control system = easy operation and reproducible quality
- Bypass operation = flexible & extended area of application
- Program controlled depositing device = Possibility of changing of trays or depositing pattern during production process
- New band quality = Easy to clean, hygiene safety
- Interchangeable moulding plates = large diversity of products

In this regard the MINIROLL represents high productivity at the smallest footprint and low purchase costs.

Contact person at the booth:
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Signed and sealed: The oven technology of WP is energy efficient

WP is awarded certified symbol of TÜV SOUTH for the ROTOTHERM

IBA 2009 – Manufacturers of technical equipment may say a lot, in respect of energy consumption of their products. The customer does not however have the opportunity to check the validity on the statements made. They usually have no other possibility but to trust the manufacturer. Unless an independent body verifies and confirms the statements of the manufacturer.

True to the motto "Trust is good, control is better", the WP BAKERYGROUP have undergone the test criteria of the TÜV SOUTH. The first model to be tested was the rack oven ROTOTHERM 1280. It received the TÜV SOUTH certification "energy-efficient system". The official presentation took place on 17 September 2009.

This certification is the first carried out in accordance with the newly developed TÜV SOUTH standards for "energy-efficient system technology".
The test process is currently in operation for other WP craft bakery ovens.

WP customers will have the fulfilment of the TÜV SOUTH test criteria now in writing:

- The consumption and performance figures were positively confirmed by the TÜV SOUTH.
- In the technology test they analysed that the system meets the best available technology (BAT).
- As part of the development and construction they tested, among others, that the system control avoids energy program processes that are unnecessary.
- A special focus was placed on energy and capacity, where the system complies with the TÜV SOUTH test criteria, which are above the average branch standards.
- The energy consumption of the system is made transparent to the operation.

The blue TÜV South octagon on the Rack oven ROTOTHERM shows the customer that this can be relied on: The WP oven technology is energy efficient.

Contact person on the booth:

Martin Ubl
Ulrich Hirsch

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The ROTOTHERM® is cranking up!

WP will present a ROTOTHERM version at the IBA in „Limited Edition” with NAVIGO Control.

IBA 2009 – A baker who is interested in a Rack oven today, has a lot to consider. Above all, be sure that the new oven can produce the required products day to day in the highest quality. A simple operation, intelligent, easy-to-use controls and an energy efficient design and technology to complete the perfect Rack oven. Only if the complete package is right, can price and performance be evaluated.

A lot of know-how, user knowledge and experience is needed to build such an oven. Only then is it possible to develop a Rack oven, which retains the most valuable resources, people, material and time, and place them at the centre of attention.

The WP ROTOTHERM is just such an oven. It was developed and brought to perfection over many years, in close cooperation with the bakers. Today the ROTOTHERM sets standards in the area of baking quality, uniformity and energy efficiency.

For the IBA WP now presents a ROTOTHERM generation as IBA Limited Edition version. Performance and equipment have been improved due to the inclusion of the intelligent NAVIGO control.

- NAVIGO means for example: Online- remote control and diagnosis, easy menu navigation, flexibly and customised programming, energy saving through fully automated processes, steam generation and much more.
- The ROTOTHERM IBA Edition is designed to accommodate ALL standard oven racks.
- VarioPilot adapts the air circulation speed in relation to the product, and guarantees an optimal baking quality

The ROTOTHERM RE 1020 IBA Edition is completely in Niro-design and is presented within the realms of the large event “live baking” at the WP stand in hall 10 at the IBA.

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Bernd Dannenhauer

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Clever loading – without the hard work

The WP BAKERYGROUP will be showing at the IBA, how much an automatic loading system can ease the stress in the production.

IBA 2009 – How can the often difficult and dangerous work of bakers be made easier? Werner & Pfleiderer, answered this question nearly 20 years ago, in that the company brought the first fully automated oven robot loading and unloading to the market. Naturally easing the load of heavy physical work from the employees is only one of many aspects that speak for investing in WP loading systems. The time saved, for example, because the deck ovens can be loaded and unloaded quickly - and with less manpower. Or the energy savings and increased productivity resulting from the optimal utilization of the oven capacity.

The WP BAKERYGROUP currently offers four systems with different capacities:

OBER PRO: Fully automatic, for up to 8 ovens and more than 800 kg dough per hour

OBER: Fully automatic, for up to 3 ovens and up to 800 kg dough per hour

STEWARD: Fully automatic, for up to 3 ovens and 650 kg dough per hour

PAGE. Semi-automatic, for up to 3 ovens and 650 kg dough per hour

Fully automatic loading systems OBER® PRO, OBER® & STEWARD®

The integrated, intelligent control system ensures that the loading and unloading processes are carried out automatically. The loader is guided to the exact deck, through programmable recipes, and unloads the baked goods. The baking times are adhered to precisely. Also, loading is only carried out at the correct baking temperature. Die Steuerung dieser Systeme befindet sich hinter einem Sicherheitszaun, sodass das Personal nie innerhalb den Aktionsradius der Anlage gelangt.

The control of these systems is located behind a security fence, so that the personnel are never within active radius of the system.

Semi-automatic loading system PAGE®

PAGE® is the oven loading system for craft bakeries with limited space. PAGE® does not require a fence, as it can only be moved by pressing the control button. A single worker can then completely load and unload 1-3 ovens in a short period of time,.

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 Kemper

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 BackNet
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Are you baking with Aroma! WP In-Store Oven with innovative features

A new version of the MATADOR® STORE can be seen at the IBA: The push through oven

IBA 2009 – You can produce good dough and it can be properly stored in the shop - if the in-store oven does not provide a good baking quality, the whole effort of the baker was in vain. An established back technology is necessary to engage customers in the store with fresh, aromatic, baked goods. For this reason, the In-Store Ovens from Werner & Pfleiderer - MATADOR® STORE (Deck Oven), BRILLIANT (Convection Oven), SUPERIOR (a combination Deck / Convection Oven) – are equipped with the latest technology, so bakers can inspire their customers.

The high performance steam generator of the MATADOR® STORE creates abundant, wet steam, which is optimally distributed in the baking chamber. This is how you get the delicious pastries crusty crusts, shine and excellent bloom.

In the proofer a newly developed Ultrasound steaming improves, one hand, product quality, the other the energy balance. The steam is finer, the amount of steam more precisely measured, which improved the proofing environment. The dough pieces remain stain-free. The energy used during proofing is reduced by 60%, as only a small amount of heating is required.

Power management, the technology that reduces the electrical supply values, limits energy consumption during the baking process, e.g. with the MATADOR® STORE 6.8 from 7.45 kW to 4.45 kW (including 1.45 kW for the steam generator).

The MATADOR® STORE also offers higher baking chambers (220 mm), so that all the products (up to a height of 190 mm) can be baked in the store. In the version with increased temperature range can even bake pizza.

Of course, the baker also benefits from the integrated, intelligent NAVIGO control. With large, 8.4" display, network capability and recipe backup with USB interface it offers a high amount of operator comfort.

WP will show a push through version of the MATADOR® STORE for the first time at the IBA 2009. Employees no longer get in each others way during the loading behind the counter, because loading can take place at the back. The staff unload from the front, the customer effective aroma fresh products.

The convection oven BRILLIANT scores, among other things with VARIO PILOT. With this technology, the convection velocity in the baking chamber is individually adapted to the product. Using this the quality of different products can be further improved in many: no "bad baking" of the dough, reduced dehydration, moist structure, improved shine, longer freshness.

Contact person at the WP booth:
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