Focus: Buhler Service
Buhler International: Braunschweig
Partnership: Petroncini
For our customers and ourselves

Dear Readers

The history of Buhler is marked by a distinct focus on customers. For over a century now, Buhler has been locally present near its customers with its global sales and service organization. This will not change in the future. On the other hand, what has changed over the years are our customers’ service requirements. Today, they need integral support which goes beyond the supply of new plants and a reliable spare parts and repair service, now also including the optimizing and refining of customer products.

Buhler Customer Service is definitely here to stay. It has evolved into a strategic success factor — and increasingly into a success factor for our customers across the world.

I wish you much pleasure reading this issue!

Calvin Grieder, CEO
“Closeness to customers and a focus on customers are a long Buhler tradition,” says Calvin Grieder, who has been Buhler CEO since 2001. “In the almost 150-year history of our Group, we have always sought to be close to our customers in order to identify their needs and to ensure on-site support in the local markets.”

**Service philosophy redefined**

Why, then, set up a Group-wide program for enhancing the range of services offered? “We have adjusted our Customer Service philosophy to our customers’ changed needs and redefined it,” explains Calvin Grieder. “It is no longer sufficient to merely supply spare parts within a short time and in high quality. We want to support our customers so that they can operate their plants without interruption, without interference and restrictions, and at the highest possible level of performance.” This requires an intimate knowledge of every specific plant involved, which is not possible without being as close to customers as possible. Moreover, employees with a broad training background and complete knowledge of the respective process technologies are crucial for success in putting this Customer Service into practice.

The basic idea underlying Buhler’s Customer Service philosophy is simple: Customers are excellently supported not only in the course of handling their orders, but they also receive full support before and after the supply and start-up of their production plants. In other words, Buhler works not only on an order-related basis, but also always bears its customers’ longer-term potential for success in mind. “When we are awarded a contract, our goal must be to support our customers throughout the life cycle of their processing plants,” explains Calvin Grieder.

**Global organization adjusted**

This means that Buhler offers also technical maintenance as a service after a plant has gone on stream – in addition to a top-class repair and spare parts service. This portfolio of services extends up to the point of automatic remote monitoring and remote maintenance of a plant during 365 days a year. “In addition, we support our customers in refining existing and developing new products,” says Calvin Grieder.

In order to further sharpen Buhler’s focus on satisfying its customers’ needs, a number of adjustments to its global organization were required. “Services are a local matter,” explains Calvin Grieder. “You can only really
be close to customers if you have a powerful presence in the individual regions. As a consequence, we have added Customer Service departments to our international network of affiliated companies and branch offices over the past years. This expansion of Buhler’s global sales and service organization is still in progress, but has already made excellent headway. For example, several decentralized Customer Service centers are currently being established in China and other countries to provide local service support and overhaul plant components. As an example for wear parts, Calvin Grieder mentions rolls, which are very expensive to ship. Since rolls have to be reconditioned at regular intervals, the logical consequence is to perform the overhaul jobs close to customers’ sites.

**Plant doctors**

But in addition to being expected to run smoothly at customers’ sites, Buhler-supplied plants must also be continuously adjusted to reflect the development of raw materials and changes in consumer requirements. For this purpose, Buhler has set up a team of so-called “Plant Doctors”. These experienced professionals make regular on-site visits to local plants. They check the plant and equipment, make adjustments to processes, and if required team up with customers to improve existing plants. This typically involves issues such as energy cost reductions, separation of contaminants caused by environmental influences, or the achievement of a consistently high flour quality when processing wheat of varying quality.

**Mentally involved**

The same service philosophy has been adopted by the various research laboratories of the Buhler Group. Divided into a number of different process technology groups, various test facilities are available to customers for testing new products, product formulations and recipes, or processes in close cooperation with the researchers and developers of Buhler. This prevents customers’ productive systems from being locked up. Underlying all these services is a common basic attitude. Calvin Grieder: “All Buhler employees are expected to become mentally involved in the businesses of our customers and to always focus on our customers’ success. In addition, they must understand the language of our customers and be good and careful listeners. Only if we put ourselves in our customers’ and partners’ shoes can we really focus on our customers’ needs.” Customer closeness starts with the phone operator who switches a customer to the right contact and end with the plant doctor who seeks improvements at a customer’s local site together with the customer.

**Intermediate goal almost reached**

This intensified customer focus is meeting with wide interest in the marketplace. “When we launched our new Customer Service strategy, we set ourselves very ambitious goals in terms of customer satisfaction,” says the Buhler CEO. “And quite obviously, our customers have a large need for these new services.” The Customer Service department has grown by 60 percent since 2002. In fiscal 2007, customer services already accounted for almost 20 percent of total Group sales. Calvin Grieder is confident that this share can be further increased as services are tailored even more selectively to the requirements of Buhler customers. (ca)
Buhler supports its customers throughout the life cycle of the plant and equipment they buy. Following installation and start-up, the focus of most customers shifts toward ensuring high operating efficiency and productivity and minimizing maintenance. Buhler has therefore selectively centered its Customer Service efforts on meeting these requirements.

In 2002, the management team of the international Buhler Sales organization started the global and strategic expansion of its Customer Service organization. Six years down the road, Buhler Customer Service is present worldwide and excellently anchored within the individual divisions. Acting as representative of the different people in charge of Buhler Customer Service, Diagram interviewed Jens Ostergaard, project manager in the Sales organization, and asked him about the services offered.

In charge of Customer Service at Buhler (from left to right): Jens Ostergaard (Group), Rudolf Pagitz (Die Casting), Marco Brühwiler (Engineered Products), Nicholas Trounce (IT & Processes), and Stefan Kellenberger (Grain Processing).

Jens Ostergaard, why is Customer Service important for a supplier of industrial plant and equipment?
Jens Ostergaard: What is especially important to us is to ensure our customers’ success. We therefore set an uncompromising focus on our customers’ requirements. Talks with customers have shown us that they expect more of a company such as Buhler than simply the supply and installation of plant and equipment. Our customers today also expect support in finding the right strategy and in making the subsequent capital investments. This creates new needs and business models, which we proactively help shape.

What are the goals in Customer Service?
Jens Ostergaard: We want Buhler customers to benefit from our extensive expertise and our vast experience in order to further enhance their success in selling their products in the marketplace.

What are the success factors?
Jens Ostergaard: The long history of the Buhler Group and the skills and experience of our employees were our seed capital. We must also always bear in mind that Customer Service can look back on a long tradition at Buhler. We have been offering our customers services for over 100 years through our bases across the world. Therefore, customers in each of our market regions can rely on the assistance of a Customer Service manager and his team, who of course specialize in the relevant market segments.
Block maintenance
The Rosenmühle flour mill in Ergolding is equipped with cutting-edge grain milling systems from Buhler. In order to ensure that it will always generate attractive earnings and a high return on investment, its systems must always be carefully maintained. The challenge in achieving optimal maintenance is to ensure that maintenance is not put off until massive productivity losses are incurred. In addition, maintenance jobs must be carried out with top efficiency, since grinding lines have to be shut down or their production restricted during maintenance. The new Block Maintenance model satisfies these requirements in an exemplary manner. Buhler delegates a maintenance team to the production plant for a few days, made up of technologists, mechanics, and electricians. The grinding lines are stopped during the daytime and maintained by three or four customer teams. These teams include employees of the Rosenmühle flour mill, who work under the supervision of the Buhler specialists. In the evening, production restarts and continues until the next morning. This ensures the productivity of the grinding system also during Block Maintenance.

Where do you still identify potential?
Jens Ostergaard: The added value that Customer Service generates is high. We make a distinction between classical Customer Service and so-called Operations Support. In regular Customer Service, we offer isolated assistance in fine-tuning and maintaining their plant and equipment. In Operations Support, customers essentially outsource all their plant maintenance activities to Buhler, with Buhler assuming overall responsibility. Our focus in the coming years will be on expanding this activity. In addition, we will of course also continue to work on the success of our classical Customer Service.

The Buhler Customer Services organization is not yet fully developed. What are the next steps?
Jens Ostergaard: Innovations for generating more customer success! Many of our customers wish to focus on their core competencies and to outsource all their other activities. We want to position ourselves as our customers’ advisors and solution partners. At present we are engaged in a large number of activities throughout our Group which are clearly consulting services. The goal is to expand these activities and to define clear goals, tools, and actions for them.

And how do you plan to do this in concrete terms?
Jens Ostergaard: The alpha and omega is a structured development of staff, which means recruitment, training, and career planning. Moreover, we will not develop and sell any machine without defining an underlying Customer Service concept. Last, not least, we plan to penetrate the markets from end to end and to expand our Customer Service bases in China, Southeast Asia, Eastern Europe, the Middle East, and sub-Saharan Africa.

What will the Buhler Customer Service look like in the year 2020?
Jens Ostergaard: Up to a few years ago, it would have been inconceivable that Buhler would perform plant maintenance and repairs for customers. But now that is precisely what we are doing. Ultimately, our top priority is a clear focus on customers’ needs. Therefore, our customers’ requirements will continue to determine the orientation of our Customer Services in the future.

Interview: Aline Anliker
Small team – big impact

Christoph Meier’s team may be small, but it is highly effective. With his staff of 15, this 38-year-old business administrator forms a group of export and financing specialists within the Buhler Group. “We share the responsibility for ensuring a smooth commercial process within the Buhler organization,” says Meier, who has headed the Financial Services department of Buhler since 2005.

Based on banking standards

For him, “sharing responsibility” means, among other things, the following: “Together with the business units, we define the commercial standards according to which business is transacted. For this purpose we train our sales force in applying these standards. In addition, we actively support compliance with the applicable commercial rules in our contracts, processes, and terms of payment.”

In addition, the specialists of the Financial Services department support business abroad with their knowledge of banking. “We know all the banking instruments and operate on the basis of the same standards as any normal bank,” explains Christoph Meier. “Buhler ships its products to about 150 different countries, which also include countries considered as risks in business terms. Beside applying the common export financing instruments, we specialize in the financial handling of business with customers operating in these risk countries.”

Project financing

In addition to its financial project handling function, the Financial Services department has another core duty: project financing. Christoph Meier: “If required, we assist our customers and coach them also in financing issues related to their projects.” These tailor-made financial services comprise several stages. First, the cost and earnings structure of a capital investment project is analyzed as part of a profitability calculation. If a project is found to be commercially viable, a concrete financing model fine-tuned to the specific project is developed. “Together with our customer and the financial institutions, we establish an individual financing proposal,” explains Christoph Meier. Such a proposal may, say, also be a leasing offer or the utilization of the services of international banks in combination with governmental or private credit insurers. However, this will only be possible if customers are unrestrictedly prepared to cooperate and if their balance sheet structures are sound.

Independent

Demand for individualized financial services in customer projects is on the rise. Such financing support enables Buhler to implement projects directly or indirectly every year which are worth far more than 150 million Swiss francs and which would otherwise be impossible in this form. “Our customers frequently lack access to international banks and institutions,” says Meier of the most important reasons for customers to utilize these services. “In addition, we have a clear overview over the international financing services available and can therefore compare prices.”

“Our activity focuses on customers’ needs without neglecting the applicable business administration and financial due-diligence requirements and principles. Together with the business units, we make every effort to enable Buhler customers to implement their capital investment projects which might otherwise be impossible to realize.” (box)
Confidentiality is the top priority

The research laboratories of the Buhler business units are also available to customers. Here they can test plant and equipment on a commercial scale or verify new product formulations.

In fiscal 2007, Buhler spent over 74 million Swiss francs or 4.2 percent of its total sales revenue on research and development. The individual business units operate research laboratories in which they can verify the performance of their new plant and equipment developments in trial service and test new production processes. The results determined by the laboratory teams form the basis for the continuous improvement of new and further developments.

Available for customer tests

But the installations in these so-called Applications Laboratories are not only for in-house purposes. They are also available to Buhler customers for performing their own tests. “Our customers utilize the laboratories and test the equipment of our business units in a wide variety of forms,” explains Diethelm Boese, head of the Buhler Corporate Research and Development department. “We make our systems and our staff with their broad expertise available to our customers. Our customers have the choice: They can either rent our test facilities to conduct their tests undisturbed, or they can perform their tests in close cooperation with our people. No matter which variant customers opt for, they can always be sure that everything will be treated “in complete confidentiality.” Diethelm Boese: “Upon a customer’s request, we will even completely isolate the test facility. We guarantee absolute secrecy, to which our staff commit themselves by signing a confidentiality agreement.”

Benefits for customers

Demand for the range of services offered by the various Applications Laboratories is brisk. “We could almost rent out the test facilities round the clock and must make sure that we still have sufficient capacity for conducting our own tests,” explains Diethelm Boese. The test laboratories owe their popularity to the numerous benefits they offer customers. For example, customers can conduct tests without regard to their day-to-day production business. Their own plants remain available to them without restriction. In addition, customers can test new processing systems before deciding to purchase them. And lastly, if required they can draw on the expertise of the specialists from the Buhler business units.

Commercial-scale tests

Andreas Ziegler is head of the Applications Laboratory of the Chocolate & Cocoa business unit. The 49-year-old mechanical engineer and his team receive customers from across the world. “We have customers at our labs almost every week. They can test all the required equipment and processes on a commercial scale – from cocoa bean processing to chocolate bar molding.” The customers of the Chocolate Applications Laboratory can be divided into three groups. “One group includes people who are planning to purchase a new production plant and come and see how their raw materials can be processed on our equipment,” says Andreas Ziegler. “Other customers simply test a new product recipe in our lab. Last, not least, there are customers who entrust us with developing a new product.” No matter which group is involved, the work in the Chocolate Laboratory leads to very close customer relationships. Andreas Ziegler: “We have thus learned about numerous secrets of the world’s best and largest chocolate producers."

Large-scale tests are also possible

The Applications Laboratory of the Grain Milling business unit is also bustling with customers from all corners of the world. “We have customers from all over the world,” says Otmar Gerschwiler. “Customers bring along their own raw materials for this purpose in order to test the yields.” But beside these demonstrations, Gerschwiler, a 63-year-old grain milling technologist, and his team also conduct various product tests for flour mills. “Our systems allow commercial-scale grinding, sieving, and thermal treatment.” In addition to such tests lasting one or two days, Otmar Gerschwiler and his team also conduct large-scale tests. “We recently performed a large-scale ethanol production test in which we processed some 30 tons of corn.” (bos)
Adding value with Rice Pasta

Rice is a staple food in Brazil. With its new pasta line supplied by Buhler, the Urbano rice group now also produces gluten-free Rice Pasta.

Urbano Agroindustrial Ltda is one of the five largest rice millers in Brazil. In its six rice mills in the federal states of Santa Catarina, Rio Grande do Sul in the south, Mato Grosso in the south and Recife in the northeast of the country, Urbano hulls, polishes, and upgrades over 350,000 metric tons of rice a year. The numerous storage elevators at its production sites hold a total of over 400,000 metric tons of rough rice (paddy). The Urbano range of products includes rice of various quality grades: White Rice, Parboiled Rice, Brown Rice, Premium White Rice, Arboreo Rice and Rice Flour. With over 600 employees, Urbano Agroindustrial Ltda generates annual sales about 200 million U.S. dollars.

German roots
Urbano Agroindustrial is 100-percent-owned by the Franzner family, which has German roots. The great-grandfather of the current owners emigrated from the German city of Koblenz to Brazil. Two product names of the Urbano range remind us of these German origins – “Koblenz Branco” and “Koblenz Parboilizado”. Urbano Franzner, a great-grandson of the emigrant, set up the first rice mill in Jaraguá do Sul in 1960, where the headquarters of Urbano are still located. Urbano Franzner withdrew from the company a few years ago and transferred the management responsibilities to his six sons. They hold equal stakes in the business and also jointly manage the rice mill in various functions.

Seeking added value
In the processing of paddy into finished rice, a certain amount of broken kernels are withdrawn, which are processed into rice flour. “Through research, our R&D department found out a market niche for Rice Pasta in Brazilian Market,” remembers Jaime Franzner, President and Financial Director of Urbano. “We started looking for a way to generate added value for Urbano’s brand with innovative products. In 2005, our attention was drawn at the booth that Buhler had at the Fispal trade show in São Paulo to the possibility of producing Rice Pasta from rice flour.”

Quick decision
The representatives from Urbano and Buhler did not hesitate to start talks. Michele Di Paolo, sales representative in the Buhler Pasta and Extrusion business unit, remembers: “After the exhibition, Urbano sent us raw material, which we tested in our laboratories in Uzwil. This was followed by a joint tour of the showcase facility of an Italian pasta producer. “Step by step, we initiated the rice milling company Urbano into the world of pasta production, showing it how to generate added value,” says Di Paolo. The intensive support of the customer bore fruit. In December 2006, Urbano ordered a special-purpose short goods line with a capacity of 1400 kilograms per hour for making Rice Pasta.

High domestic share
The pasta line supplied to Urbano is basically a standard system for making pasta from wheat. On the basis of a special configuration of the extrusion press and some modifications to the thermal treatment of the raw materials, the wheat pasta line was transformed into a Rice Pasta line.
Gluten-free pasta

Worldwide, one in every 500 persons suffers from celiac disease or an excessive sensitivity to gluten. Gluten is contained mainly in cereal grains and the flours derived from them. Persons sensitive to gluten therefore had to forgo pasta as a food up to now – unless gluten-free rice or corn (maize) flour is used for making the pasta. However, corn and rice have properties that make them highly unsuitable for being processed by conventional methods into pasta. But now Buhler has developed and patented a process allowing pasta of outstanding quality to be made from rice or corn. The gluten-free pasta produced on Buhler lines is a dietetic product of top quality.

The Rice Pasta is fortified with a number of ingredients and additives, giving it the appearance of wheat pasta. The line with a total length of over 55 meters was designed into a new, 70 meter long hall at the main production site of Urbano in Jaraguá do Sul, some 50 kilometers south of Joinville, where Buhler South America is based. In order to benefit from the advantageous government financing aids, about 60 percent of the plant was manufactured in Brazil. Core system components such as the extruder were produced by Buhler in Uzwil.

In service since September 2008

This shared production required careful harmonization between the parties and numerous coordination meetings. The careful preparatory work and the detailed agreements then allowed trouble-free installation of the Rice Pasta line, which started in February 2008. Supervised by chief installation engineer Willibald Muggi, the installation crew provided by Urbano assembled the individual system components into the new production line. The general work was completed in the spring, followed by the fine adjustments. In September 2008, the new Rice Pasta line of Urbano Agroindustrial Ltda went into service. Ever since, it has been producing 1400 kilogram of top-quality, gluten-free Rice Pasta an hour – to the customer’s entire satisfaction. Jaime Franzner: “Throughout the project, we got to know Buhler as a highly competent and professional partner. We are fully satisfied with the line as well as with the Rice Pasta produced.”

(bos)
The company “Société du Port à gestion Autonome de Toamasina” (SPAT) is currently updating and expanding the port facilities of Toamasina on the Island of Madagascar. Toamasina is located on the western seaboard of the island in the Indian Ocean. With a population of more than 200,000, the city is Madagascar’s major commercial port.

PORTALINO ship unloader and grain mill
The Buhler Grain Handling and Grain Milling business units were entrusted in 2006 to act as general contractors for supplying a new grain ship unloader plus a flour milling and bulk storage facility. Thus, Buhler assumed the overall responsibility for the entire project with the exception of the civil engineering works. The PORTALINO ship unloader with a materials handling capacity of 300 metric tons per hour (t/h) is capable of unloading vessels up to a size of 30,000 tons. The traveling PORTALINO has been designed to withstand the wind velocities of a typhoon (up to 280 kilometers per hour). The first stage of the facility went into service at the end of 2007.

Bulk storage bins and Tiko mill
A long belt conveyor moves the grain to the eight new steel storage bins. The bins, constructed in collaboration with an Italian partner, are 26.5 meters tall, have a diameter of 22 meters, and hold a total of 43,000 cubic meters of grain. They allow 36,000 metric tons of grain to be stored. The grain is precleaned in the headhouse before being stored in the eight steel bins.

Directly adjacent to the bulk storage facility is the new grain mill operated by the Tiko Group. The new mill with a capacity of 1000 t/24 h was engineered and constructed by the Buhler affiliated company in South Africa.

Second project stage including ship loader
At present, the second engineering stage in the SPAT Toamasina project is in progress. It comprises a system for pelleting the bran obtained as a byproduct in the new Tiko flour mill, which is processed into animal feed pellets. The feed pellets will be stored in 24 steel bins, which are to be supplied and installed in collaboration with a Danish company. Following intermediate bin storage, the pellets are moved by belt conveyors to the pier and loaded into ships by a stationary low-dust loader. This second stage is scheduled for completion by the end of May 2009. (bos)
Syngenta is a leading supplier of Seed Care technologies — and Buhler is the world champion when it comes to the gentle handling of bulk materials. Cooperation between the two global organizations has produced a world first for the gentle conveying of seeds.

World first
Since early 2008, Syngenta has been operating a world first from Buhler: a fully automated, very quiet, dust- and contamination-free seed handling system. Highly developed seeds require special, very gentle treatment. Moreover, a training system continuously processes not large volumes, but small changing quantities of seed (wheat, oats, barley, corn/maize, sunflower, beet, soybeans, rice, beans, etc.). The mechanical bucket elevators applied to date are inevitably associated with sanitation and maintenance problems. In addition, mechanical conveying systems must be cleaned before each product change.

Quiet, frictionless, and non-choking
The new training system supplied by Buhler solves all these problems: Its operation is based on a sophisticated, purely pneumatic combination of timed pressure and suction pulses, allowing low-velocity, almost silent, frictionless, and non-choking handling of the material. As also defibered cottonseed with a pH value of 2 to 3 is treated, all system components are made of chromium steel. This eliminates the need for manual cleaning when changing seed varieties.

The Buhler share of supply for the new training system consists of a Big Bag receiving section, the first conveying unit, 18 bins for separate storage of the different varieties equipped with a continuous bin content monitoring system, the second conveying unit, and the production bins lined with plastic in the training building area. The seeds extracted from these small storage bins are gravity-fed to seed dressing machines, where they are processed for their final application. The dust contained in the seeds is aspirated and collected.

Each individual seed variety requires specific conveying parameters. The state-of-the-art Buhler conveying system ensures that the system is operated with the correct parameters matched to the seeds being processed. When changes are made from one seed variety to the next, final high-intensity cleaning ensures thorough flushing of the conveying lines with compressed air.

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EU standards for animal feed production in Brazil

The Sada S.A. food group is not only Brazil’s largest meat producer, but also the global leader in the production of refrigerated and frozen foods. Sada operates vertically integrated production systems across all the production stages. This also includes the group’s own production of animal feeds. Beside optimal livestock management, the quality of the feeds that Sada applies also plays an important part. Today’s feed formulations are enriched by vitamins, minerals, and active ingredients.

One day ahead of schedule
Sada has been a satisfied Buhler customer for almost 50 years. In October 2006, Buhler was entrusted by the Sada management with the design and construction of a state-of-the-art feed manufacturing plant in Lucas de Rio Verde in the federal state of Mato Grosso located in the central western part of Brazil. “We chose Buhler because Buhler offered us the best engineering solutions and we were confident that the Swiss technology group would meet the tight schedule targets,” explains Sada CEO Gilberto Tomazoni.

For Rudy Pignatiello, who coordinated the project out of the Buhler affiliated company in Joinville, Brazil, the Sada contract was a huge challenge: “We were entrusted here in Brazil with building one of the world’s largest and most advanced feed manufacturing facilities. In designing and constructing it, we were expected to adhere to the European quality standards in terms of sanitation, the prevention of contamination and dust emissions, and product quality. In addition, we had to observe a very tight schedule.” Another challenge, adds Pignatiello, was the remote location of the plant, which demanded substantial logistics efforts from everyone involved. But all the challenges were ultimately met. May 10, 2007 was the kickoff date for starting installing the various plant components. On November 27, 2007, the first animal feed was produced in the new facility – exactly one day before the scheduled date.

Four feed production lines
The turnkey Sada project comprises a total of four complete animal feed production lines – two for making poultry feed and two for the production of pig rations. The raw materials (70% corn/maize, 20% soy meal, 10% other ingredients) are received through four intake lines with capacities of twice 300 metric tons per hour (t/h) and twice 120 t/h and stored in 18 production bins. The raw materials are processed on four grinding and blending lines – two for pig feed with capacities of 46 t/h each and two for poultry feed with capacities of 64 t/h each. In this plant section, the raw materials are proportioned, weighed, reduced on Vertica hammer mills, and blended in accordance with the different feed formulations. At the end of the four production lines, two pelleting lines with 32 t/h and 23 t/h capacity plus a bulk loadout system (150 t/h) with 20 storage bins are installed. In all, the feed production plant thus boasts four 32 t/h and four 23 t/h pelleting lines plus four bulk loadout systems. The new feed manufacturing plant has a production capacity of 220 metric tons per hour, which translates into an output of about 120,000 tons of poultry and pig feed per month.

Sadia
“Sadia” is the Portuguese word for “healthy.” The Sada food group, which was set up in Concordia in the west of Brazil in 1944, today employs over 52,000 persons. Though an internationally listed stock company, Sada S.A. is majority-owned by the Fontana and Furlan families. Sada operates 14 factories in Brazil and one in Russia. A 16th factory is currently under construction in the United Arab Emirates. In addition, Sada has affiliated companies in 12 countries. Sada produces over 2.5 million metric tons of fryer (broiler) and turkey meat, pork and beef a year, in addition to deep-frozen products, instant meals, pasta, margarine, and desserts. 46 percent of its total output is exported to more than 100 countries. In 2007, Sada generated sales revenues of 9.85 billion real (R$) or 4.8 billion US dollars. (bos)
Top sanitation
The new feed mill operated by Sadia satisfies the most rigorous sanitation requirements. The entire plant is completely exhausted, which prevents contamination by dust. The sophisticated Buhler HYSYS hygienizing system ensures germ-free poultry and pig feeds. This is achieved by interposing a hygienizing stage between the conditioning system, in which the dry raw materials are exposed to the action of hot steam, and the pelleting system. The main purpose of this sanitizing system is to destroy pathogenic microorganisms such as salmonella.

The HYSYS system consists of four modules: the HYMIX mixer, the HYTHERM hygienizer, the HYPAC pellet mill, and the HYMODE control unit. The hygienizing degree is determined by the temperature (80–90 °C) and the retention time (about two minutes) of the raw materials in the mixing and hygienizing modules.

Expectations fulfilled
The new feed manufacturing plant of Sadia S.A. has been in service since December 2007. After one year of maximum plant capacity utilization, the people in charge at Sadia agree that they made the right decision in selecting Buhler as a supplier. “We started up the plant on schedule. The feeds manufactured since then have fulfilled the high expectations in every respect,” says Nadir José Cervelin, the general project manager of Lucas de Rio Verde. “The results achieved in livestock raising are also outstanding and will serve in the future as the generally applicable standards at Sadia.”

Ringier Technology Innovation Award for Buhler Chocolate & Cocoa
For the second time, Ringier Trade Publishing Limited presented the Technology Innovation Award for “outstanding technical contributions to the development of the food and beverage industry in China” on the occasion of the Third Forum for Food Safety held in Shanghai. One of the award winners was the Buhler Chocolate & Cocoa business unit, which was distinguished for its CoolCore cold-stamping process for making chocolate articles. Jürgen Simon, head of Marketing of Buhler China, represented Buhler during the award presentation ceremony.

Four new die casting machines for Bosnia-Herzegovina
The Buhler Die Casting division has a new customer in Bosnia-Herzegovina: The TMDAGS company is starting operations on a green-meadow site and relying on the technology and know-how of the Buhler Group. TMDAGS has ordered two machines of the Evolution B 84 DV series plus two Evolution B 66D series units. These are the first Buhler die casting machines of the new series to be supplied to Bosnia-Herzegovina. TMDAGS plans to install additional machines, for its foundry – when fully equipped – will boast a total of some ten die casting cells.

One course – two certificates
The Swiss Milling School St. Gallen (SMS) and the Vocational Training School “Im Hoppenlau” in Stuttgart have joined forces and are taking a new approach in the continuing education of flour millers. This allows synergies to be utilized and the respective strengths of the two institutions to be combined in a single course model. The two schools offer a joint training course lasting a total of ten months. Successful students will receive two coveted degrees: the classical Master Miller’s certificate and the SMS Milling Technologist’s diploma. Students spend the first five months of their training in Stuttgart, where they learn all the relevant subject matter required for obtaining the master’s certificate. The subsequent five-month training course at the SMS builds upon this basis and deepens the students’ knowledge of grain milling technology and the exact sciences. The focus here is on hands-on training in the school’s own flour mill and in its excellently equipped laboratories.

Two ship unloaders for the Middle East
The Grain Handling business unit will supply a total of four mechanical Portalink ship unloaders to the Middle East. After being awarded a contract for two mechanical Portalink 600/60 Tk unloaders by the Sesco Trans company in Egypt, Arasco in Saudi Arabia ordered a Portalink 400/60 RK and a Portalink 600/70 RK.
Josef Zotter started up his own chocolate factory in 2007 – for producing chocolate “from bean to bar.” Buhler built his “chocolate researcher’s” dream plant.

In the chocolate industry, he has been making a big splash for a number of years now: Josef “Sepp” Zotter; born in the Austrian town of Feldbach in 1961 as an Aquarius; a cook, waiter, and confectioner by training; married and a father of three. Since 1987, Josef Zotter has been putting his own chocolate ideas into practice – first in a back room of his confectioner’s shop in Graz, and since 1999 in his chocolate manufactory in Bergl, a hamlet located near the town of Riegersburg in the Styria.

Hand-scooped chocolate
For producing his hand-made chocolate bars, Josef Zotter uses the term “hand-scooped.” On a refrigerated table of several meters’ length, he applies a first layer of chocolate and lets it cool. This is followed by one or two layers of various fillings (see box). The filling is covered by another manually applied chocolate layer. Once dried, this huge piece of chocolate is cut up into individual slabs, which are covered by a jacket of chocolate. The packaging is designed by art designer Andreas H. Gratze, who creates a special label for every new variety. For his Zotter designs, Gratze has been nominated for the Designer Award 2009 of the Federal Republic of Germany. Beside his strong affinity with art, Josef Zotter is also distinguished by his marked environmental consciousness. Zotter has been a license partner of Fairtrade Austria since 2004. He purchases all the basic raw materials such as cocoa and crude sugar as organic-grade products through Fair Trade organizations.

Decision to make his own products
Confectioner Zotter very soon met with success with his ideas and compositions. Sales shot up by two-digit percentage points year after year. After having initially purchased the chocolate he processes into bars from outside sources, Josef Zotter decided in 2005 to build his own chocolate factory. “At long last I had saved enough money to make this dream of mine come true,” remembers Josef Zotter. “By making my own chocolate in-house, I can create an even greater number of variations. Since our chocolate factory has been up and running, I can now at last put into practice what I had only been thinking out in theory for years.” It was clear to Josef Zotter that only the very best plant could be good enough for producing the top-class chocolate he needs. So he contacted the chocolate specialists at Buhler. Planning soon started. The new, very visitor-friendly factory was set up in Bergl near Riegersburg, in a natural setting and neighboring directly on farmland. The project was launched in 2006, and as early as in the summer of 2007, Josef Zotter could start up his own chocolate manufactory.

“In our chocolate manufactory, we produce chocolate from bean to bar. We have installed all the production processes in-house, from cocoa bean roasting to liquor refining, conching and chocolate molding. And because only the very best is good enough for us, we chose Buhler as a supplier.”

Josef Zotter,
Founder and owner of the Zotter Chocolate Manufactory in Riegersburg, Austria.
Small, but top-notch
The heart of the Zotter manufactory is the chocolate plant. With its output of 500 kilograms per hour, it is at the lower end of the capacity range for such installations. But here as elsewhere, Zotter’s motto is “small, but top-notch.” The plant comprises all the production stages that every other chocolate line has, too. The raw cocoa beans are cleaned for the first time in the receiving section. A RoaStar roaster gives them the specific flavor of the chocolate that will be produced from them later on. The beans, still hot, are de­bacterized and then ground on a bead mill. The cocoa liquor thus obtained is placed in intermediate storage. Additional operations are required for making the basic chocolate. The cocoa liquor is transferred to a twin-shaft VersiMix mixer, where the other ingredients are added. This mixer is also used for producing the specialty fillings. A PreFiner 900 pre-refiner and a Finer 1300 refiner finish the chocolate mass grinding stage. An ELK conche then gives the required flavor and delicate consistency to the chocolate. The finished chocolate mass is pumped to tanks, from where it can be retrieved for the final production of the chocolate bars. Every day, four to eight metric tons of basic chocolate are produced by this process in the Zotter manufactory.

As a supplement to the hand-made chocolate specialties, Zotter is now also producing small bars of solid chocolate. For this purpose, he uses a MultiStar bar molding system from Buhler Binder.

Over 100,000 visitors a year
Josef Zotter has spent 17 million euros on his factory. With his 100-odd employees, he processes 450 metric tons of cocoa, 250 tons of sugar, one million liters of organic alpine milk, 129 kilograms of genuine vanilla, and a lot of other ingredients in a single year. Despite these respectable quantities, Zotter is still a “small player” in the chocolate industry. Zotter chocolate is sold exclusively through retailers and the Internet. The Zotter brand is now also a household word for finest chocolate. Forty-five percent of its output is exported to 17 countries in Europe, North America, and Asia. The new manufactory has also become a tourist attraction. Every year, over 100,000 people visit Bergl to tour the Zotter chocolate manufactory. (bos)
Texturates – a versatile product

Atlantis-Pak has been able to add a new profitable product to its range thanks to a new Buhler extrusion line.

Atlantis-Pak is one of the numerous dynamic and modern companies that have emerged since the collapse of communism in Russia. Set up in 1993 in the metropolis of Rostov on the Don river in the south of Russia, the company is one of today’s major producers of packaging materials, spices, and additives for meat and dairy products. As a producer of plastic sausage skins, Atlantis-Pak is even the global Number Three. The company exports its products to over 60 countries across the world.

In quest of new products
The state-of-the-art production facilities of Atlantis-Pak are equipped with several extruders for making artificial sausage skins. Seeking for new business opportunities, the management of Atlantis-Pak approached Buhler in 2006 as a proven extrusion specialist. After various possible extrusion technology applications had been tested, Atlantis-Pak finally opted for the production of texturized vegetable proteins. As a raw material, soy flakes were to be used.

Textured soy has all but no taste of its own and is a substance with many possible applications. It can adopt the texture of a large number of meat types in different forms. It allows the production of vegetarian or vegan versions of many well-known fish and meat dishes and is also used as an additive for enriching existing recipes and for making semi-finished products.

2500 kilograms of texturized products per hour
The contract was signed in the autumn of 2006 for the supply of a complete system for transforming soy flakes into texturized soy protein. Atlantis-Pak’s new extruder line was completed on schedule and went into operation in April 2008.

The new production system consists of the raw materials receiving section (Big Bags), a hammer mill for fine grinding, a feeder, a preconditioner, and – as the core component – a twin-screw extruder with a screw diameter of 125 millimeters. At the end of the production line are the dryer and the packaging system. The new installation has been designed for an output of 2500 kilograms per hour and allows the manufacture of products of different sizes.

Since production started, Atlantis-Pak has already won numerous new customers. The decisive factor determining the commercial success of the new products, which are marketed under the name “Intexo soy texturate,” is their outstanding quality, their low volume, and their extremely high water absorption index. (bos)

“Our new product Intexo is a genetically non-modified texturate of consistently high quality. We owe the properties of our new product primarily to the application of a Buhler extruder.”

Sergey Vasilyevich Borodayev
Deputy General Director Atlantis-Pak Co. Ltd
Wagner AG needed a larger die casting machine, but the required space was not available in the existing production hall. The solution: The new Carat from the Buhler Die Casting division.

Wagner AG focuses on manufacturing special die-cast components. The family-owned business, which was set up in 1945, is headquartered in Waldstatt, a small town in the Appenzell region of Eastern Switzerland near Uzwil. As a supplier to various industries, the 170-odd employees at Wagner AG develop, design, and produce as-cast, machined, pre-assembled, and ready-to-install aluminum and zinc die cast components in addition to injection-molded thermoplastic parts as well as the required dies and molds.

Higher pressure in a smaller space

Wagner AG had to come up with a few ideas before the first Carat supplied to a customer in Switzerland was in place. "We assembled the entire system in our factory in Uzwil and tested it thoroughly," explains Dalle Case the procedure. "Then we hauled the whole machine in one piece on a low-bed truck to Wagner AG, which is only a few kilometers away from the Buhler headquarters and where everything had been prepared for installation." Thanks to this approach, disturbance of the production activities at Wagner AG was minimized.

Showcase installation

The low-bed truck loaded with the new Carat 105 Compact of Wagner AG arrived in Waldstatt on September 5, 2008. The first fully automatic "shot" took place on October 1, 2008. Ever since, the new die casting machine of Wagner AG has been operating under maximum load. "We are highly satisfied with the performance of our new Carat," says Christoph Keller, production manager of Wagner AG. He is therefore pleased to make his company available to the Buhler Die Casting division as a showcase installation. "After all, our factory is just a few kilometers away from Uzwil."

For more information on the Wagner project, please contact:
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“We have reached kilometer 35”

The Buhler site in Braunschweig is making headway. For two years and a half, a project has been in progress which will transform Braunschweig into one of the Buhler Group’s most modern sites.

“We have reached kilometer 35”

The Buhler Braunschweig management team (from left to right): Achim Gröger (Controlling/Finance), Uwe Wehrmann (Managing Director), Jörg Kläne (Customer Service), Hans Jäger (Manufacturing & Logistics), Volker Jung (Fulfillment), Jens Ebermann (Commercial Services).

“Marathon” is the name of the project underlying the total rebuild of the Buhler site in Braunschweig. “We chose the name because the entire project from the Board’s decision in the spring of 2006 to the time it is scheduled for completion in the autumn of 2009 will have taken some 42 months,” explains Uwe Wehrmann. Wehrmann, a 47-year-old Bavarian by birth who first learned the tricks of the trade as a grain and feed milling apprentice and then continued his education to become a technician and financial accountant, has headed the Buhler affiliate in Braunschweig since 2006.

On schedule

Unlike a sports marathon, where the last of the total of 42.195 kilometers are the most grueling, Uwe Wehrmann’s team have already completed the most challenging part of the distance. “We are now in Phase 3 of the project, which involves setting up the new surface treatment shop in the second new hall plus rehabilitating three smaller halls.” What still needs to be done by the time the new site is dedicated in the autumn of 2009 is to construct the new sales building and to redesign the customer center.

Wehrmann, who has been with Buhler since 1985 and headed the Buhler Feed business unit before moving to Braunschweig, says: “We are on schedule. Speaking in terms of a sports marathon, we have completed the first 35 kilometers.”

Part of the Regions concept

The Braunschweig site rebuild is part of the implementation of the Buhler Regions concept that was decided in 2005. By 2009, a total of 24 million euros will have been spent on building new production halls, remodeling existing buildings, and reorganizing all manufacturing activities from scratch. In addition, the new halls will receive an up-to-date infrastructure so that – once the Marathon project has been completed – Braunschweig will be one of the most modern and best-equipped Buhler manufacturing sites. The restructuring will allow the required property area to be reduced by about 40 percent. Thanks to the switch in the heating system from steam to district heating and the improved insulation and the utilization of cutting-edge lighting installations, energy consumption will be slashed by more than 50 percent.

Three Regions

“The complete rebuild of our site has been designed with our functions within the Buhler Group in mind,” continues Wehrmann. Out of Braunschweig, Buhler customers are supported in Germany and in Estonia, Lithuania, Latvia, and Poland (together Northeast Europe) plus Albania, Bulgaria, Cyprus, Greece, Macedonia, and Romania (together Southeast Europe). In addition, Braunschweig also supports the Buhler site in Salzburg, Austria, which is in charge of Central Eastern Europe (Austria, Bosnia-Herzegovina, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Ser-

Long history

Bühler GmbH Braunschweig can look back upon a long history with a rich tradition. When Bühler AG acquired Mühlenbau-Industrie-Aktiengesellschaft (MIAG) in Braunschweig in 1972, Germany’s largest grain mill supplier was already more than one hundred years old. MIAG was created in 1921 from the merging of “Amme, Giesecke und Konegen” with three other industrial companies. Messrs. Amme, Giesecke, and Konegen had been dismissed in the crisis year of 1894 as employees of the Lutherwerke company – established in 1846 by Gottlieb Luther – and set up their own mill construction business. Before World War I, the mill construction company of Amme, Giesecke, and Konegen employed over 2500 persons and was acknowledged as Europe’s largest company of its kind. (bos)
Buhler International

bia, and Serbia and Montenegro). The German market, says Wehrmann, is already being covered end to end. Here, Buhler holds high market shares in all its segments. “The aim in Germany is especially to update and expand existing plants,” says Wehrmann. Things are different in Eastern Europe: “This is where we find growth markets for all our business units!”

Various Buhler business units are based in Braunschweig. The Grain Milling and Brewing unit accounts for about one third of the annual sales of Braunschweig, which amount to some 145 million euros (2007). Next in the sales revenue ranking comes the Malting business unit, whose global headquarters are located in Braunschweig.

Organization adjusted

However, the rebuild in Braunschweig not only concerns the building structures and plants, but also the responsibilities. “We have also fine-tuned our internal organization and our workflows,” says Uwe Wehrmann, who is an avid sportsman in his leisure time. Since April 2008, the 660 employees at Buhler Braunschweig work on the basis of the rules of the “Global Process View” project. The objective of this project is on the one hand to fine-tune the processes in order to boost productivity. On the other hand, the goal is also to further intensify Buhler’s focus on customers. Uwe Wehrmann: “We want to be closer to our customers, to reduce our response times, and quite generally to further improve the support we offer customers.” For this purpose, the outside organizations are being strengthened. “True, we already have a branch office or affiliate in every country in our Region,” concedes Wehrmann. “But we are currently further strengthening our local presence, among other things by training local staff on the basis of our Buhler principles.”

“Very, very encouraging”

Uwe Wehrmann is highly confident that the Buhler site in Braunschweig faces a bright future. “The Marathon project allows us to lay the foundations for a forward-looking future. Once the entire rebuild has been completed in one year, Braunschweig will be one of the most up-to-date Buhler sites.” But Wehrmann does not have to wait for success. “We have already scored initial successes with our reorientation over the past two years. What we have experienced in the recent past is very, very encouraging.” But this success is due not only to the new buildings and installations. “Our remodeled factory only forms the basis of our success. What makes the difference is the positive attitude of the whole team. I feel an enormous upward surge throughout our site.” And Uwe Wehrmann does not hesitate for a moment to continue: “I say without arrogance, but with the necessary self-confidence, that once we have completed the rebuild by the end of 2009, the site in Braunschweig will hold a front position within the Buhler Group.” (bos)
Clean as a hospital

The rebuilt Pfahnl flour mill in Upper Austria was to be “very modern and very clean” – and the result is very convincing.

The goals were clear: Herbert and Andreas Pfahnl wanted to rebuild their traditional flour mill in Pregarten near Linz in Upper Austria so that it would be the world’s most advanced and sanitary milling operation. “Clean as a hospital” was the target for the remodeled mill that the Pfahnl family specified to the Buhler engineers entrusted with the project. Buhler was expected to fulfill another condition as well, for the mill was to be shut down for no longer than ten days during the rebuild.

Capacity doubled

The project that Andreas and Herbert Pfahnl defined was to rebuild and renovate the central grinding system and improve the plant’s sanitation on the basis of the new, very rigorous sanitation concept of Pfahnl. “The capacity of the Pfahnl flour mill was to be doubled from less than 100 metric tons per 24 hours (t/24 h) to 240 t/24 h,” says Dominique Kull. “The roller mill floor was to be equipped with eleven Antares roller mills, and the flours were to be sifted in Sirius plansifters provided with the new NOVAPUR sieve generation.” Kull, 28 years old and a millwright by training, was placed in charge of the Pfahnl mill remodel project of Buhler.

Components in contact with the product of stainless materials

The project included the engineering and construction of the new mill from the first roller mill to the finished-product scale. The grain cleaning section, which was renewed three years ago, was integrated in the new facility. For the new Pfahnl mill, the existing building was remodeled and a glass stairwell and an additional floor were added. All the structural members of wood were replaced by steel components. In order to prevent dirt traps, enclosed steel sections were used for the structural members. In order to satisfy the stringent sanitation targets specified by Pfahnl, all the components in contact with the product are of stainless chromium steel.

In service around the clock

Installation work started in August 2007, and in early December 2007 the new Pfahnl mill went on stream. But before this was possible, Buhler chief installation supervisor Thomas Knechtle had his hands full. During installation of the Buhler plant, the 32-year-old trained millwright was, among other duties, also in charge together with the construction site coordinator from Pfahnl of coordinating the other companies involved in the rebuild.

Over 500 years old

Official documents mention the Pfahnl village mill in Pregarten in Upper Austria for the first time in 1476. The mill with its long tradition, located at a classical site next to the village brook, is now managed in the 18th generation by the two cousins Andreas and Herbert Pfahnl. With 115 employees, the new Pfahnl flour mill processes up to 240 metric tons of grain a day into wheat and rye flour. Pfahnl has established itself on an international scale as a producer of high-quality flours (wheat, rye, and organic), instant flour mixes, and baking additives (cream and decoration products, bakery mixes, fine bakery products, concentrates, and premixes). The company sells some 70,000 tons of flour and bakery mixes annually. The share of exports is 60 percent and on the rise. Exports go to the EU, Switzerland, and Russia. (bos)
The climax of the installation period that the masons, carpenters, installation crews, and electricians experienced was during the downtime of the Pfahnl mill. “During this period, we toiled day and night in two work shifts,” says Thomas Knechtle, remembering the stress in the autumn of 2007. “We were only able to minimize the production loss to ten days thanks to the excellent preparations and the dedication of all the companies involved in the remodel. The customer’s satisfaction was always our top priority.” And the effort finally paid off, for the updated Pfahnl mill has been up and running without a hitch since its start-up. (bos)

Grinding & Dispersion at two trade shows

The Grinding & Dispersion business unit will present its capabilities as a system provider in dispersion and wet grinding technology and in continuous mixing and dissolving processes at two exhibitions next year: the European Coatings Show in Nuremberg in March and the Achema in Frankfurt in May. The Grinding & Dispersion business unit transforms its customers’ visions into a reality – from process development to turnkey production plants. Different product properties require different solutions, which Buhler supplies in the form of the appropriate process technology for making a wide variety of products ranging from low-viscosity nanodispersions to high-viscosity pigment pastes. The specialist community is particularly eager to learn about the latest developments in the field of bead mills and three-roll mills. (sw)

SMS has a new course model

The Swiss Milling School St. Gallen (SMS) has adjusted its course program in order to give consideration to the current trend of reduced training periods. The training course leading to the Milling Technologist SMS diploma has been split into a six-month basic correspondence course and a main course, which also lasts six months. In the correspondence course, students acquire the basic knowledge needed for the main course. Beside grain milling technology and the basic engineering disciplines, its subjects also include mathematics, chemistry, and physics plus microbiology and hygiene. This distance learning course starts in January and ends in June of a given year. The main course is held in St. Gallen, Switzerland. It starts in August and lasts until the end of January of the following year. The main course sets a heavy emphasis on practice and ends with the final examinations for obtaining the diploma as a Milling Technologist SMS. (bos)

For more information, please visit: www.sms-sg.ch

“Most attractive booth” at the Interpellets show

The booth of the Feed & Biomass business unit at the Interpellets trade show held at the end of October 2008 in Stuttgart drew much attention and won much praise. The booth, designed on the basis of the new Buhler exhibition concept, was unanimously chosen as the “most attractive booth” at the fair. Interpellets is Europe’s largest and most important trade show for pellets technology and the venue where the international wood pellets industry meets annually. About 40 percent of all visitors come from Germany and Austria and another 40 percent from Eastern and Southern Europe. The balance travel to Stuttgart from all corners of the globe. At this year’s Interpellets exhibition, Buhler presented its new biomass pellet mill of type RWPR and acted as a sponsor of the concurrent industry forum. (dm)
Edwin Boller and Claudio Giberti open the door ...

"In the past few years, we have been very successful in the Chocolate and Cocoa business," explains Edwin Boller, head of the Buhler Chocolate and Cocoa business unit. "Our success is based on the one hand on a sound business environment, which has allowed the luxury foods industry to achieve strong qualitative growth. On the other hand, we owe it to our closeness to customers, our acknowledged expertise, and the quality of the production systems that we supply." For Edwin Boller, the same holds true for the Coffee market. "Also in the area of Coffee, we find a trend toward higher quality, which means that the requirements of our industrial customers in the Coffee market segment are rising. An analysis of Buhler’s own capabilities showed Boller that potential for expanding its range of Coffee products and services still existed in the field of coffee roasting. "Grinding has been one of our core competencies since the beginnings of the Buhler company. We also possess significant expertise in Cocoa roasting. But what we have lacked so far were capabilities in roasting coffee beans.”

Ideal partnership
In Petroncini Impianti SpA, a coffee roasting specialist, Edwin Boller has found an ideal partner in the coffee country of Italy for strengthening Buhler’s commitment in the Coffee business. Petroncini has accumulated almost 90 years of experience in developing and producing coffee roasting systems. And with its newest TMR 660 drum roaster, Petroncini can boast a “Rolls-Royce Roaster” with an hourly capacity of 3.5 metric tons. Petroncini, too, will benefit from this partnership. "The close cooperation with Buhler allows us to prove our technical and technological competencies in the global markets,” explains Claudio Giberti, CEO of Petroncini. “Together with Buhler, we can act as one large provider to the Coffee industry, capable of handling any type of project from complete production plants to special-purpose systems.”

Entire process chain
According to the partnership model, Buhler with its global consulting, sales, and service network will bear the overall responsibility for selling and supplying customized, semi-industrial and industrial coffee processing systems. The joint range of products comprises turnkey systems for the production of roasted and ground coffee. This covers the entire process chain from handling, cleaning, storage, blending, and grinding of the roasted coffee and storage and packaging of the ground coffee.

Petroncini will be responsible for the Italian market and for the production and further development of its special-purpose coffee roasters. Seventy percent of the coffee roasters installed today in the Italian market are from Petroncini.

Customer laboratory at the Petroncini site
The Petroncini company was founded in Bologna in 1919 by Ruggero Petroncini. In 1989, the Giberti family acquired the business. A new factory was opened in Sant’Agostino between Ferrara and Modena in 1993. The brothers Claudio and Roberto Giberti today head a modern company with 40 employees who generate sales of almost 10 million euros. To date, Petroncini has installed over 2000 coffee roasters worldwide. The partnership between Petroncini and Buhler has got off to a good start. The joint appearance at a number of trade shows met with lively interest. Initial projects have already been successfully implemented. In the new customer laboratory of Petroncini in Sant’Agostino, customers can conduct tests with coffee quantities ranging from one kilogram to one metric ton.

The partnership between Petroncini and Buhler now covers the entire range of coffee production.
New director of the Swiss Milling School SMS

The Swiss Milling School SMS in St. Gallen has a new director: After heading the SMS for seven years, Hansueli Rick has handed over his responsibilities to Michael Friedrich Weber. Hansueli Rick has moved to industry, taking charge of the specialist Grain Analysis function at Buhler. He will continue to serve the SMS as a lecturer. The new director of the SMS, Michael F. Weber, is a specialist from the food industry with an emphasis on quality assurance, development, and management training. (js)

New head of Buhler Malmö

Paul Gustavsson has taken charge of the Buhler affiliate in Malmö, Sweden, effective November 1, 2008. He is the successor to Annica Karlsson, who has left Buhler after eight years. After his graduation as a mechanical engineer and several years of practical activity, Paul Gustavsson obtained a bachelor’s degree in marketing in 1998. In 2001, he joined Buhler. Gustavsson has lived in Sweden with his wife and son in Löberöd, Sweden. (ez)

Management change in Manufacturing

The head of the Manufacturing & Logistics division, Hans Peter Kunz, will retire in the first quarter of 2009. His successor is Martin Menrath, who has joined Buhler after working for Krauss Maffei Wegmann GmbH & Co. KG, where he was a member of executive management and in charge of manufacturing, assembly, logistics, and quality management. Hans Peter Kunz will retire early after successfully heading the Manufacturing & Logistics division for seven years. Under his watch, Buhler further expanded and strengthened its global production network over the past years. His successor, Dr. Ing. Martin Menrath, joined Buhler on September 1, 2008 and assumed overall management responsibilities for the Manufacturing & Logistics division on November 1, 2008. Martin Menrath is 53 years old. After completing his apprenticeship as an aircraft mechanic and obtaining a university entry level degree, he graduated from the Technical University of Munich in aerospace engineering. He then worked at the same institute as a scientific staff member while simultaneously writing his doctoral thesis at the faculty of aircraft propulsion, where he obtained his doctorate in engineering sciences in 1989. Martin Menrath possesses vast industrial management experience in production and development. (ca)

Diagram No. 16

After the “slim” Diagram issue No. 15, Diagram No. 16 was published at Christmas 1995 again with only 12 pages and again in its old layout, but for the first time with a cover in colors. The main text headed “A modern mill in ancient Rome” is a description of the new flour mill of the Società Romano di Macinazione – “one of the most beautiful mills that Buhler ever built.” According to the unnamed Diagram author, the new facility – located on the main road leading out of the city called Via Flaminia Vecchia on the outskirts of Rome – is distinguished by its modern architecture as well as its layout and mechanical equipment reflecting the latest mill construction technology. With a capacity of 80 metric tons per 24 hours of soft and hard wheat, the new showcase grain mill supplied by Buhler is of classical design with five building levels. Two floors are allocated to finished product storage. The 16 storage bins can hold 3500 tons of wheat. The roller floor is equipped with 16 four-roller mills of type MDD, “elegantly styled machines of encased design and equipped with Unic feeders with automatic speed controllers.” A total of ten bins with a holding capacity of 580 tons are available for storing the flours and the bran. The three other articles of Diagram issue No. 16 are of a more technical nature. One of them compares the energy consumption of roller mills provided with sliding bearings with machines equipped with anti-friction roller bearings: The roller mills with roller bearings consume over 20% less energy! Another article discusses the respective advantages and drawbacks of pneumatic suction and pressure conveyors in cleaning sections. Finally, with a description of the new deep-drawing shop, Buhler for the first time offers a view into its workshops. (bos)