

# EXTENDING THE SALES NETWORK

## New sales partners in Switzerland, England, Dubai, Peru and Ecuador

**REICH** is continuously extending its sales network. With Krefatec under the leadership of Mr. Thomas Hefti we have gained an important partner in Switzerland.

And in England we have a new contact in Richard Norris of Danfood Technology Limited, who expertly advises potential and current **REICH** customers.

Asia is becoming ever more important for us, especially the GCC region. We are therefore pleased to have gained Felix Binder, an expert in foodstuffs production and founder and managing director of GFE, who has headed our partner agency GERMAN FOOD ENGINEERING in Dubai since the autumn of 2016. Due to his solid training, Mr. Binder guarantees complete support for our customers. One of the first important activities was the trade fair appearance at GULFOOD MANUFACTURING (GFE) in November 2016, which was a complete success.

**REICH** is also continuing to extend its sales network in South America. In Peru, we are supported by Servicio y Mantenimiento

de Equipos Alimentarios SAC - Semasac.

In Ecuador, our partner Global Foods Alincorsa S.A. will take care of you in future.

**REICH** looks forward to successful collaboration with its new partners.

Contact our partners directly!

### SWITZERLAND: KREFATEC Solutions AG

Wiesentalstrasse 15  
CH-9242 Oberuzwil  
Tel: +41 71 393 24 81  
Email: thomas.hefti@krefatec  
Net: www.krefatec.ch



### ENGLAND: Danfood Technology Limited

6 Kimpton Enterprise Park, Kimpton, Hitchin  
SG4 8HP Hertfordshire, GB  
Tel: +44 (0) 1438 833000  
Email: richard.norris@danfood.co.uk  
Net: www.danfood.co.uk



**U.A.E.: German Food Engineering,**  
GFE Trading DMCC  
DMCC Business Centre,  
Jewellery & Gemplex 3, Dubai, U.A.E.  
Tel: +971 50 7704254  
Email: felix.binder@gfe-innovations.com  
Net: www.gfe-innovations.com



### PERU: Servicio y Mantenimiento de Equipos

**Alimentarios SAC – Semasac**  
Urb. San Agustín MZ:"D" LT:"8"  
LIMA-Puente Piedra, Peru  
Tel: +51-15487731  
Mobile: +51-989136710  
Email: jleon@semasac.com  
Net: www.semasac.com



### ECUADOR: Global Foods Alincorsa S.A.

Ciudadela Álamos III, Guayaquil, Ecuador  
Tel: +593 45048508  
Mobile: +593 996646409  
Email: jvalderrama@globalfoods.com.ec  
Net: globalfoods.com.ec



## CUSTOMER SERVICE 4.0

### Networked for better customer service

Networking is the basis for efficient and fast communication, which is a central theme in all sectors. This is especially invaluable in the service sector. Both in supporting customers and also for internal processing, sophisticated digital systems save a lot of time and thus work energy.

At **REICH**, all customer service staff have been using a table for digital data collection since 2017. With **REICH**'s new service software, all data recorded for order processing, time recording, master data, material warehouse stocks and much more is made available to all authorised persons in real time and automatically processed further in the connected SAP system.

This greatly increases both process reliability and also processing speed in customer service.

Our customers profit from the transparency, shorter reaction times and also improved parts availability this offers in the context of service operations.



The new REICH control building

## CHRISTMAS 2016

### Strolling on historic paths

Last year's Christmas outing offered one highlight after the next! The first stop was at the Zwiefalter Klosterbräu brewery up on the Swabian Hills. After a hearty breakfast we learned a great deal about the art of brewing during a guided tour of the brewery. Of course, the tour ended with a beer tasting.

We then followed the path via a guided walk along the idyllic Aach river to the vaulted cellar of Schloss Ehrenfels castle. On arriving there, we were served hot lentil soup to fortify us. The destination for the evening was the historic Friedrichshöhle organic guest-house, where Simon Tress's team indulged us with an exquisite three course meal in a cosy atmosphere.



## NEW CONTROL SYSTEMS DEPARTMENT

### Greater manufacturing depth through our own switching cabinet construction

With the introduction of the new UNICONTROL 3000, UNICONTROL 3000m and UNICONTROL 100 control generation, **REICH** has also built up its own control engineering. That now makes us completely independent of third party providers in this area. On the one hand, everything is close at hand, which saves a huge amount of time, and on the other we can react quickly and flexibly to new requirements from the market and realise them in a very short space of time.

The control engineering comprises three areas:

- Programming and software development
- Switching cabinet assembly
- Electrical construction

With the integration of the new department into our production process, our specialists have control over the decisive processes at all times. Delivery bottlenecks, time-consuming supplier error sources or other external factors can thus be excluded.

"We were able to feel the first positive effects just a few weeks after our control engineering building started work", according to Gerd Stroheck, head of the whole electrical department. "Throughput time decreased noticeably and even complex orders no longer presented a problem. As we have only just started with development, we see great potential here for **REICH**", continued Stroheck.

Switching cabinet construction currently comprises 7 members of staff at **REICH**.

Universal units, cooking and baking units, climate maturing systems, thawing systems, intensive cooling systems, smoke generators, cooking vessels, control units, service and maintenance.

### REICH Thermoproszesstechnik GmbH

Kappelweg 20  
73579 Schechingen, Germany  
Tel: +49 (0) 7175 99 790 0  
Fax: +49 (0) 7175 99 790 11  
Mail: info@reich-germany.de  
Web: www.reich-germany.de



# TRENDS IN SMOKING

05/2017

## THE WHOLE WORLD OF THERMO PROCESS TECHNOLOGY



# REICH EXPANDING

## Positive business growth continues

Since the generational change and relocation from Urbach to Schechingen in the Ostalbkreis district, **REICH** has been growing constantly.

The annual turnover has been almost doubled from 2013 to 2016. "There are a number of reasons behind this great development" explained Tobias Layer, **REICH**'s managing director. "For years, **REICH** has followed the strategy of supplying high-quality plant coupled with professional advice and good service. That creates long-term confidence with our existing and potential customers", continues Layer.

A further reason for this positive development is the gradual increase in the depth of production. "We are consciously taking a different path here contrary to the dominant trend in the industry", explained director Steffen Jaier. "You are only flexible and fast and can only secure and extend know-how in the long term if you have the decisive core competence under your own roof".

Since 2015, **REICH** has been increasingly following the strategy of providing their junior staff with basic and advanced training in various company areas. This approach is now beginning to bear fruit. The development department, for example, consists of a successful mixture of young and creative and older and experienced staff. The current new developments, FR 2008 and S 900 H, which were brought to market in a very short space of time, show how well this concept works. "And that's just the beginning. We still have lots more ideas up our sleeve", grins Layer.

Read more on our current new developments on page 2 inside.

### Completion of the building extension 2016

It was also possible to put construction section 2 into operation in 2016. The assembly area was doubled in size and the office space was supplemented by a separate engineering department.

Our core competences include innovative developments in all areas. These are guaranteed by qualified and motivated staff. There are now highly modern ergonomic workstations and friendly rooms for the growing number of engineers and technicians.



In addition, premises have been created for a highly modern control building. More on this can be found on page 4.



## CONTENT

REICH expanding

Completion of the building extension 2016

Trade fair dates for 2017/18

The FR 2008 FrictionSmoker

The S 900 H SteamSmoker

Weight control in the drying process

Culinary offerings from Düring

SPAR Austria trusts REICH

Internal news

Extending the sales network

Christmas 2016

Customer service 4.0

New control systems department

## TRADE FAIR DATES FOR 2017/18

### 2017

ESPACIO Food SERVICE, Santiago, Chile 12-14 Sept.



EVENORD, Nuremberg, Germany 07-08 October



AgroProdMash, Moscow, Russia 09-13 October



SÜFFA, Stuttgart, Germany 21-23 October



Gulfood Manufacturing, Dubai 31 Oct. - 02 Nov.



### 2018

ANUGA FoodTec, Cologne, Germany 20-23 March



MEAT INDUSTRY, Tokyo, Japan 11-13 April



SEAFOOD PROCESSING, Brussels, Belgium 24-26 April



FOOMA, Tokyo, Japan 12-15 June



EVENORD, Nuremberg, Germany October



AgroProdMash, Moscow, Russia October



SÜFFA, Stuttgart, Germany 20-22 October



Gulfood Manufacturing, Dubai October



further dates under: www.reich-germany.de





# THE NEW SMOKE GENERATORS HAVE ARRIVED

## FR 2008 friction smoke generator and S 900 H steam smoke generator market launch

We presented our new smoke generators in public for the first at IFFA 2016, which was a great success for **REICH**. In the meantime, both machines have gone into serial production and are in operation at a large industrial customer. The initial feedback is consistently positive and confirms that **REICH**'s engineers have done a good job.

# THE FR 2008 FRICTIONSOMOKER

## The FR 2008 smoke generator with twin wheels

**REICH** is regarded as the inventor of the pneumatic pressure system for cut timber for smoke generators. The system, which was patented in 1980, was the blueprint for most smoke generation systems offered in the industry. The expectations are correspondingly high when precisely this inventor presents a new friction smoke generator for industrial applications. An initial prototype of the FR 2008 was presented to a trade audience at IFFA 2016.

Subsequently, this was developed together with several well-known industrial companies from Germany, Austria and Belgium within a very short space of time.

The result of this joint effort is an extremely powerful friction smoke generator which is superior to comparable competitors' devices in numerous ways. Special mention should be made of the twin stainless steel wheels, over which two pieces of wood 8 x 8 x 100cm in size are rubbed. This results in an almost 30% larger friction surface than in smoke generators which use

wood sized 10 x 10 cm and thus a significantly higher volume of smoke. The newly developed revolver wood magazines also



have room for eight cut pieces of wood. For the user, this magazine is loaded in semi-automatic mode and has been very ergonomically designed. The wood change during operation takes place fully automatically without the operator needing to do anything.

An efficient cleaning system and friction wheel quenching to minimise wear round off the package.

The FR 2008 is designed for units up to a size of eight trolleys and is

operated within the environmentally friendly CircoSystem®.



### Application examples



# THE S 900 H STEAMSMOKER

## Full steam ahead

Joint developments together with an industry customer always make special but also high demands of all involved. On the one hand, the product can be quickly developed further and optimised due to the continuous return flow of information. On the other, weaknesses in the prototype have to be rectified faster and directly on site.

Precisely this kind of joint project emerged last year at the IFFA: The new steam concept, then still known as S 1000 H, was presented there. A well-known company from German industry was quickly found which entered into a development partnership with **REICH**. A test device had already been installed by late summer. The subsequent test phase was supervised intensively by **REICH** technicians and engineers.

All knowledge gained from this immediately flowed back into the ongoing development. The result of these efforts is the new SteamSmoker S 800 H and SteamSmoker S 900 H steam generator generation. The big weakness of the steam generators available on the market has always been the intensive maintenance and care needed. This is precisely where **REICH**'s new concept picks up. Due to a newly developed self-

cleaning smouldering sieve it was possible to lower the replacement intervals from several times a day to a few a week.

Ash is transported out fully automatically during operation. Just the spacious and easily accessible ash drawer needs to be emptied. The supply hopper for wood chips has been made very large in order to make refilling intervals as long as possible.

A fully automatic cleaning system which completely cleans both the reaction and the ash space rounds off the package.



In order to guarantee a high level of operating safety, the new steam generator was fitted with its own integrated extinguishing system which extinguishes fully automatically in case the smoke generator catches fire. This means that serious damage can be permanently avoided.

# WEIGHT CONTROL IN THE DRYING PROCESS

## Master's thesis on automation and process technology

Following approval as a certified training company for a dual degree course, the first Master's thesis has been successfully completed. The topic which Jens Stroheck chose was the "Development of a control system for thermal foodstuffs treatment and automated drying control in a cross-flow system".

The challenge here was the development and programming of a control and weighing system for our equipment. Weight-dependent and automated drying is of great interest for our customers. A prototype was developed based on **REICH**

specifications with which automated drying control can be regulated. This plays a major role in ripening, drying and smoking processes and offers potential for industrial foodstuffs production.

Automated drying control can further optimise and more effectively standardise empirically developed processes and thus make an important contribution to the optimum manufacturing process (GMP) which is always being striven for. The programmes, which normally work with fixed times, have to be shortened or extended depending on the exterior air,

especially in drying processes. The desired weight loss is specified for each process and the defined process thus run independently of exterior air conditions. Weight-controlled drying regulation makes an important step towards automation, standardisation and process reliability possible for every customer regardless of whether it involves a defined raw sausage maturing and drying process, a cold-smoked ham process or weight-equalising pet food products.



# Culinary offerings from Düring

## All about sausages

The Düring butchery in Saal a.d. Saale in Lower Franconia, founded in 1960, produces sausage specialties of the highest quality. This family business runs a butcher's with a shop and an attached restaurant. The product range is very extensive with up to 120 types of sausage being produced. Animals for slaughter are selected with great care, and regionality is called for. As regards taste, the intrinsic taste of a product needs to be individually underscored and a perfect culinary experience produced through the selection of the right spices.



In order to live up to the quality demands of his products, Christian Düring, master butcher, economist and meat technologist, consistently invests in equipment for the production plant. And in this, he places his trust in **REICH** equipment.

As a result, two gas-heated cooking vessels with volumes of 200l and 300l and two space-saving universal units

AIRMASTER® UKF 2100, BG and BE universal systems are set up with which the regional sausage specialties are refined. With these multi-functional systems, which are suitable for a wide variety of applications, the company is equal to any challenge. Mr. Düring can confirm this: "I am extremely satisfied with the **REICH** systems. They support my production perfectly".



### CONTACT

Metzgerei Düring  
Bahnhofstrasse 2  
97633 Saal an der Saale, Germany  
www.metzgerei-duering.de

# SPAR Austria trusts REICH

## REICH becomes a partner to SPAR Austria

The SPAR Austria Group is one of the most important food retailers in Austria. Overall, SPAR Austria operates more than 3,000 stores and employees over 77,000 people in Austria and seven neighbouring countries. In 2016, group sales of Euro 13.8 billion were achieved. A large variety of products, high quality and sustainability are extremely important to SPAR.

In order to supply its own SPAR, EUROSPAR and INTERSPAR stores with the finest meat and sausage specialties, SPAR operates eight of its own TANN meat factories, in six of which only regional meat with the AMA quality seal from sustainable animal husbandry is processed and refined.

In order to be able to cover the extensive range of industrial meat processing at a high level, SPAR Austria has chosen systems from **REICH** and since 2017 has been producing with five 4-trolley universal systems of the type AIRMASTER® UK 10000 BHD, which are all steam-heated and fitted with the new innovative industrial friction smoke generator FR 2008.

Another 4-trolley intensive cooling system of model IKK 10000 BND, which is fitted with a boil function, completes the system configuration.

With this system portfolio, the typical Austrian boiled sausages

such as Frankfurter, Knacker and Krainer sausages are precisely hot-smoked, boiled and then quickly and gently cooled. The result is a crispy and juicy sausage with good bite and optimal yield. Dark-smoked products such as Traunviertler and Bauernbauch sausages can be elegantly and easily produced with the industrial friction smoke generator FR 2008 and a clever technological process control, and even with strong smoking require only a minimum of cleaning. Of course, all other product groups, such as cooked cured and boiled products can be process optimally.

Naturally, a company like the SPAR Group demands the highest levels of flexibility and efficiency from the systems at its production sites.

With its universal, cooking and cooling systems, **REICH** absolutely meets these requirements. With high load capacities and short, energy-efficient processes, the universal systems of the **REICH** AIRMASTER® UK series allow maximum yield with simultaneously consistent product results.

A league of its own!



### CONTACT

SPAR Österreichische Warenhandels-AG  
Lebensmittelhandel  
Europastraße 3, A-5015 Salzburg  
www.spar.at



*taste the quality*

# News

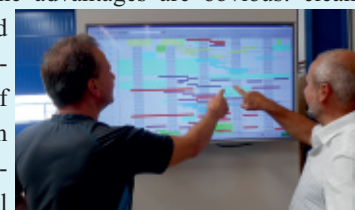
## Successful completion

Two of our trainees have once again successfully completed the final examination at REICH. We congratulate Vanessa Schneider on passing the examination to become a technical product designer and Marco Zarattini on qualifying as a mechatronics engineer.



## SAP reference company

REICH has been an SAP reference company since 2016. The company software, which has been in use since 2009, is perfectly integrated into REICH's company processes. REICH controls all processes ranging from sales, materials management and production to financial accounting centrally via the SAP software. The advantages are obvious: clean, clearly structured processes, an efficient method of working and a high degree of transparency in all company areas.



## New sales employee

We look forward to be welcoming Dr. Imrscher at REICH as part of sales as from October. With his experience as head of the Food Data Group at the German Institute for Food Technology, he has analysed current trends and challenges of the foodstuffs sector and can make use of his findings from this area at REICH. In addition, he concerned himself with the ecological assessment of different foodstuffs with the aim of identifying and realising solutions for sustainable value creation – a future topic which also has a great deal of relevance for REICH.



## Donation for the Round Table

### Help for people in need

The Round Table charitable foundation, founded in England and with more than 40,000 members in more than 70 countries, voluntarily engages in a large number of projects for people in need such as for example setting up a children's playground in the refugee camp in Antakya in Turkey. 100% of donations reach the respective projects unbureaucratically, so we decided to make a donation at Christmas 2016 instead of material gifts.

