Schröter – That’s Us!
NEW CORPORATE VIDEO TO MARK THE COMPANY’S 70TH ANNIVERSARY IN 2019

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SCHRÖTER – THAT’S US!
New corporate video to celebrate the company’s 70th anniversary

Founded in 1949, over the course of its history Schröter Technologies GmbH & Co. KG has grown into one of the world’s leading manufacturers of thermal treatment systems for the food-processing industry. In 2019, the company will turn 70, and is releasing a new promotional video to celebrate this anniversary.

The systems manufactured in East-Westphalia has grown significantly in recent years, with exports accounting for 55 percent of total sales 20 years ago and 60 percent today. Nevertheless, Schröter has remained a family business whose employees remain loyal to the company for a long time and can identify with its products and mission. “The ‘made in Germany’ seal of quality really still means something here.”

70 Years of Schröter – A Poem

The goal of the new corporate video is to illustrate what Schröter stands for today. But what makes it unique is that the video presents the company in the form of a poem. The CEO, head of sales, and employees and trainees from the production and engineering departments all speak the lines of the video that was filmed in both German and English themselves, which particularly gives the English version an authentic East-Westphalian touch. The employees were all enthusiastic about the idea and wanted to be part of it right from the start. This is what some of them have to say about the shoot:

“production friends from Hamburg proved to be very professional in researching and carrying out the project. The shoot was very well prepared and coordinated. In the end, the trick was to tell the poem about Schröter and to wow the scenes with the background music that had been chosen. This was accomplished sensitively well – and in two languages – Schröter – That’s Us”

Klaus Schröter, managing partner

“It was a haulmosque, friendly atmosphere, almost as nice as being on vacation. Professional, perfectly organized, and well-produced. Production friends has truly created a masterpiece with this video.”

Dietrich Schröter, managing partner

“The film crew was professional and the crew and Schröter employees worked extremely well together. It was impressive to see everyone involved play their role with pride in the company and themselves. I had a lot of fun during the shoot, although I did come to realize that acting can be demanding and exhausting. During the shoot, I was able to see Schröter from a different perspective – a non-executive view through the eyes of the director. The preparations were quite elaborate – many thanks to the A. & K. Neum Westfälische Film Flechtings GmbH, which provided us with the outstanding filming locations and actively supported us on set.”

Frank Mack, authorized representative

“It was impressive to watch the video come together and see the professional result! As a layman, it is impossible to imagine the time and effort involved in shooting the individual scenes and how expertly and patiently the film crew performs their job. An unspoken actor, you quickly reach your limits, because coordinating the movements and lines is more difficult than you expect. The only way to succeed is with expert assistance and through repetition.”

Carli Lott, project engineer

“I found the crew and the filming process very professional. The storyboards were implemented very well and really brought to life the beginning – didn’t realize how much work went into such a short video, although I have to say that based on the final result, it was north of. Overall, being a part of the video was a really interesting experience.”

Birgen Rothe, industrial technician

“This really is an excellent corporate video that presents the company in an almost thoroughly and effectively. The production company has truly outdone itself!”

Dustin Wienker, trainee

“It is rare for the mood on set to be as good as it was with Schröter. You can really tell that everyone loves their job, which is why they all agreed to play a role in the video. As far as the acting was concerned, it was sometimes a challenge for the protagonists, and having to speak two languages didn’t make things any easier. The film shoot on set at Schröter’s customer Reinert was also organized extremely professionally and all of the employees were quite courteous. Last but not least, the weather was fine, so the done shots worked as planned. In summary – it was an absolutely positive experience.”

Sebastian Wolff, production friends, producer

Since a picture is worth a thousand words (and a video even more than that), you can now watch the video here: www.schroeter-technologie.de

AN EAST-WESTPHALIAN SUCCESS STORY

1949
> Erich Schröter founds the company in Borgholzhausen and initially specializes in repairing agricultural machinery. His son Heinrich helps him from the beginning.

1953
> Erich Schröter’s second son Joachim joins the company, which increasingly delivers its products to customers in neighboring European countries.

1974
> Max Schröter, Heinrich Schröter’s son, joins the company as the third generation. Schröter expands its international activities and maintains a presence in Japan, America, Australia, and New Zealand.

1999
> Klaus Schröter, Joachim’s son, joins the company and becomes a managing partner in 1999.

2006
> Restructuring measures for newly created jobs make up nearly 80 percent of total sales, with the United States being the company’s primary market. Numerous interesting projects for industrial customers are under development in Germany. Schröter is active on every continent with its own branch offices as well as distributors.

2019
> The company makes investments totaling 2.1 million euros. The production space is expanded to 20,000 m² and equipped with a fully automated production line including a laser cutting system and a state-of-the-art high-rack storage facility.

2022
> The design department is expanded to include ten new 3-D workstations. The company has a total of 190 employees.

2009
> Restructuring measures for newly created jobs make up nearly 80 percent of total sales, with the United States being the company’s primary market. Numerous interesting projects for industrial customers are under development in Germany. Schröter is active on every continent with its own branch offices as well as distributors.

2019
> The company has 750 employees. Exports now make up nearly 60 percent of total sales, with the United States being the company’s primary market. Numerous interesting projects for industrial customers are under development in Germany. Schröter is active on every continent with its own branch offices as well as distributors.

2019
> In its anniversary year, the focus will be on its appearance at IFFA in Frankfurt am Main.
One of the oldest hot-smoking systems has been running for 50 years

“Leading Quality” – this tagline underscores Schröter’s ambitions to produce production systems of the highest quality. And a smoking system from Schröter that has been in operation at Haskenhoff GmbH since 1968 proves that the company has been successfully achieving this for decades.

Today, Fleischerei & Partyservice Haskenhoff GmbH can look back on a long history – everything began around 1910 with a small butcher’s shop in Halle, Westphalia. In 1956, Werner Haskenhoff, Senior, and his wife Lisa moved the company headquarters to Steinhagen in East Westphalia. At the end of the 80s, the company’s primary location was finally expanded in order to bear sufficiently customer requirements. Today, the company is managed by Werner Haskenhoff, Junior, in the third generation. At the headquarters in Steinhagen and in two shops, he not only offers a wide range of products, but also two lunch menus every day. In addition, he and his team have built a successful party service in recent decades.

Reliable System and Many Years of Service

The butcher’s shop wants to stand out from the mass production offered by discount supermarkets and offer its customers fresh, high-quality products. That is why the company still operates its own slaughterhouse in Steinhagen and produces a wide range of sausages on-site. These include all kinds of cold cuts, such as sliced boiled sausages, cock-tail sausages, knackwurst, Polish sausage, bologna sausage, and cured pork. “Our production equipment includes a rotating smoking system from Schröter that is in operation every Wednesday and Thursday,” says Werner Haskenhoff, Junior. If the system is loaded with Vienna sausages, for example, they remain in the smoke for about 45 minutes, cold cuts for about one and a half hours, and cured pork for two hours.

The three-wagon system operates like a Ferris wheel with three stations that each have space for one wagon – the first is filled into the system and transported up to the next station, the second wagon is rolled into the second station and also transported up, and finally the last wagon is positioned at the third station. During the smoking process, the wagons rotate in the system’s shaft, which extends down to the basement of the building. “The system does take up a relatively large amount of space,” Haskenhoff admits, and adds: “But it runs perfectly – today just like it did 50 years ago.” The traditional family business sees beachwood shavings for all of its sausage and meat products in order to achieve that typical smoky flavor that is so popular with customers. “Schröter still have employees who are very familiar with our system. Some are even already retired, but they still come to service the system and bring young colleagues with them to pass on their knowledge,” says Haskenhoff, pleased and confident that this reliable service from the equipment manufacturer will continue in the future.

Schröter has been supplying smoke generators to the US market for 20 years. As a result, almost 900 RII wood-chip smoke generators are in use across the 50 states today. But intensive use in a three-shift system leaves its mark, which is why AmTrade Systems offers a comprehensive refurbishing service.

AmTrade Systems Inc., Schröter’s US representative, offers its customers an inspection and evaluation service for their smoke generators. Using a comprehensive checklist, AmTrade verifies that the smoke generators are functioning safely and properly and inspects them for any potential damage. Many of them are in poor condition and no longer operational – but far from ready for the scrap heap. That’s why the idea was born to offer customers a refurbishing service. Sometimes, however, a smoke generator is simply beyond repair. If this is the case, AmTrade offers the customer a discount on a new smoke generator, which is slightly higher than the scrap price. The few for refurbishments, on the other hand, runs between 40 and 60 percent of the cost of a new RII smoke generator.

A Popular Comprehensive Service

AmTrade has been offering this increasingly popular refurbishing service to US customers for around three years now. AmTrade first inspects and documents the condition of the RII smoke generator upon or before delivery. This allows the company to draw up an estimate based on the cost of repairs, the parts required, and the labor costs. AmTrade usually only replaces the parts that are absolutely essential and relevant to safety. The repair process takes about four to six weeks in most cases, including the procurement of the necessary spare parts. After completing the repair, employees perform what is known as a dry test in the AmTrade workshop to test its functionality. A smoke test is not carried out. The RII is then packed safely for shipping and returned. To ensure that production can continue seamlessly during repair and shipping, most customers use a backup smoke generator during this time.

IT KEEPS SMOKING AND SMOKING AND SMOKING...

GIVING SYSTEMS A NEW LEASE ON LIFE

AmTrade refurbishes smoke generators

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AMTRADE REFURBISHING SERVICE AT A GLANCE

> Inspection and documentation of the condition upon/before delivery of the RII
> Quotation with an estimate of repair costs including required parts and labor
> Procurement of spare parts
> Carrying out the repair
> Replacement of the necessary and safety-relevant parts

> Duration of repair including procurement of parts: four to six weeks
> Functional testing via dry test
> Careful packaging of the smoke generator and delivery back to the customer
> Offer of a backup smoke generator for use during the repair and delivery period
OUTSTANDING FUTURE PROSPECTS FOR BUTCHERS

Schröter and the State Vocational School for Food Technology in Kulmbach offer hands-on training

According to the special “industry report on the butcher’s trade” recently published by the Volksbanken Raiffeisenbanken cooperative financial services network, sales in the sector are forecast to grow. This means that anyone who pursues a career as a butcher today, who is passionate about their craft, and who focuses on quality and enjoyment, can look forward to a bright future.

“Hey hot stuff, you want to be a butcher?” A butcher’s shop in Altmühltal, Germany, is using this provocative question to find vocational trainees for the butcher’s trade. With advertising posters like this one and high-priced meat from old breeds, Xaver Leidl, Junior, is bringing a breath of fresh air to the industry. But he’s not only attracting attention with his imaginative and modern management style. He’s also polishing up the dusty image of the butcher’s trade and inspiring young people back into the profession. And this is urgently necessary, because the special industry report on the butcher’s trade (Branchen special Fleischer) has identified an acute shortage of skilled workers as one bit of bad news that has caused aggressive poaching of sales staff to no longer be a rare occurrence today. On the positive side, the study assesses the industry’s range of products and services as “outstanding” in meeting consumer expectations. In addition, a focus on taste and quality and the growing trust of regular customers both capture the spirit of the times. Last year, for example, it was even possible to raise prices to compensate for the increased costs of pork, for example. And so, according to the bank report, the butcher’s trade has a very bright future.

Partnership between the Kulmbach Vocational School and Schröter

This means the chances of having a successful career in the meat industry are good. The key to this is a solid education and training. The State Vocational School for Food Technology in Kulmbach (LEMITEC) is one of the top institutions for deepening expert knowledge and learning about groundbreaking technologies and processes in food technology. Schröter and the vocational school have been working together closely since August 2011. In 2017, the equipment manufacturer expanded this partnership, which perfectly combines theoretical and practical aspects, and equipped the technical school in Kulmbach with additional state-of-the-art systems technology. Since then, students have been able to use a CLIMAjet KR 2 climatic smoking system with multichannel technology, as well as a THERMICjet HR 1 hot-smoke cooking system and an ARCTICjet IK 1 shock-cooling system. The benefit of the partnership is that students not only have the opportunity to work with innovative systems, but also benefit from Schröter’s many years of expertise.

All in all, the advanced training course offered by the vocational school in Kulmbach, which is perfectly tailored to the requirements of the meat industry, opens up prospects for university graduates in production management in the meat industry, as well as in the supply industry and in mechanical engineering. This is why meat technicians from Kulmbach are always welcome at Schröter in Borgholzhausen if they are looking for an internship or job. “We increasingly value the combination of a background in meat technology and expertise in systems engineering,” explains Klaus Schröter and adds: “It is becoming increasingly important, especially when it comes to doing business internationally, to possess both skills in order to manufacture products that best meet customers’ needs.”

Sources: afz 28/2018 and allgemeine fleischer zeitung