

Meeting Point

SCHRÖTER
LEADING QUALITY

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Connected Worldwide. Creating Solutions Together.

INTERNATIONAL JOB SITES IN TIMES OF CRISIS.



CUSTOMER REPORT

G. Brandt Meat Packers Ltd. produces artisan-quality deli meats in the European tradition **Page 2**

INSIDE

Global service network grows with new representatives in Serbia and the Dominican Republic **Page 4**

INSIDE

A complete makeover: Schröter's website has a new look **Page 6**

Artisan-Quality Deli Meats in the European Tradition

For more than 60 years, G. Brandt Meat Packers Ltd has produced traditional sausage and deli meat products in Canada. The company's handwritten recipes have been passed down from generation to generation, but its equipment is state-of-the-art – because Schröter has been supplying the company with its systems for over 20 years.

In 1958, Gerhard and Ida Brandt founded the family business, which is now in its third generation. Today, its wide range includes sausage products such as salami, frankfurters, wieners, mortadella, and the Polish specialty kolbassa, as well as cured and cooked ham products. "We use only the best ingredients and are proud of how we make our products," says Richard Brandt, one of Brandt's four managers.

Ongoing Collaboration

Since 1997, production systems from Schröter have been the basis for doing so. It all began with the delivery of a THERMICjet® HR-6 hot-smoke cooking system with SMOKjet® RH wood-chip smoke generator. The next project followed in 2003, when the Canadian company began expanding its production capacity and increasing its productivity. In 2005, the company launched the industrial production of raw sausage and once again relied on the East Westphalian equipment manufacturer's experience. In order to be less dependent on the purchase of fresh meat, the company decided in 2007 to invest in Schröter's defrosting systems. Since then, Brandt has been able to respond to market needs in a much more flexible way and avoid purchasing meat at times when prices are extremely high.

The Current Project

"Our partnership with national and international meat producers made it necessary in 2019 to invest in a distribution center with cooling chambers. This also included our order for an additional semi-continuous production line from Schröter," reports Richard Brandt. "We added a cooling unit to the part of the system in the hot-smoking zone so that Brandt can use the line to carry out the necessary curing, drying, hot-smoking, cooking, and rinsing processes," Dietrich Schröter says, explaining the details, adding: "For the Polish kolbassa – which is a cold-smoked product – the SEMIjet® now offers the added capability of aging the products at temperatures ranging from 14 °C to 28 °C."



A Reliable Local Partner

Wiberg Equipment Sales, Schröter's Canadian representative, was responsible for ensuring that the six-week project was completed smoothly. "Wiberg coordinated all of the processes on-site. This included providing the necessary installation equipment such as forklifts, hoists, ladders, and site trailers. Furthermore, Wiberg was responsible for hiring

and coordinating the individual contractors such as electricians; supplying technicians for water, steam, and compressed air; and roofers. Everything came together perfectly," says a satisfied Richard Brandt, meaning that there is nothing standing in the way of future projects together.



UNIFORM DRYING, even at very low weight loss



WITH ALLEN BRADLEY AND INTOUCH, everything is under control

Interview

In an interview with MeetingPoint, Brigitte Brandt, vice president of G. Brandt Meat Packers Ltd, and Charlie Saldutto, operations manager at Brandt, explain why they value their company's long-term business relationship with Schröter.

MeetingPoint: How long have you been working with Schröter?

Brigitte Brandt: We've been using nothing but Schröter systems since 1997. We highly value the fact that Schröter is a family-run business and that the company always responds directly to our needs. In addition, Schröter's Canadian representative Wiberg Canada is a reliable and professional partner that offers prompt delivery and local service.

MeetingPoint: Why have you repeatedly selected systems from Schröter?

Charlie Saldutto: The solid and well-engineered system technology is simply outstanding. In addition, it offers a technical availability of nearly 100% – meaning less work for me.

Brigitte Brandt: The systems' airflow concept ensures that our products dry uniformly and lose very little weight. That impressed us right from the start. Furthermore, Schröter uses controllers from the American company Allen-Bradley and the InTouch HMI visualization software. This is an advantage for all Schröter customers because there are enough technicians out there who are familiar with these systems. At the same time, rapid assistance from Germany is always available via InTouch.

MeetingPoint: What benefits does your new Schröter system offer?

Charlie Saldutto: What's special about our new SEMIjet® is that we can use this system not only for traditional hot-smoked products such as wieners, frankfurters, mortadella, and cooked ham, but also to cold-smoke specialty products such as Polish kolbassa.

MeetingPoint: Ms. Brandt, Mr. Saldutto, thank you very much for your time.

“Schröter's well-engineered systems and excellent local service have impressed us for over 20 years.”

BRIGITTE BRANDT, vice president, G. Brandt Meat Packers Ltd.

SEMIjet®: Wiberg confidently chooses another semi-continuous system from Schröter

SCHRÖTER REPRESENTATIVE IN CANADA

Wiberg Equipment Sales

Wilhelm Berger founded Wiberg GesmbH in Austria in 1947 to offer sausage producers high-quality, ready-to-use spices with a consistent taste. In 1987, Richard Welzel founded Wiberg Corporation in Mississauga, Ontario, Canada. As a sausage-maker with many years of experience in the food industry, he expanded the Wiberg business model to North America.

In addition, he founded the Wiberg Equipment Sales division that same year, offering a large number of new and used meat-processing systems from various manufacturers. The company's collaboration with Schröter had begun 40 years ago on the initiative of Richard Welzel, who, at the time, worked for the Höchst pharmaceutical group in Toronto.

Richard Welzel has now had a close relationship with Schröter for more than four decades – longer than most marriages these days.

"One of our goals is to offer high-quality products at competitive prices and excellent service to customers worldwide," Welzel explains. "With our experienced, multilingual team of 100 employees, we can develop a wide range of solutions tailored to our customers' needs." And this also applies to Schröter's complete range of hot-smoking and cold-smoking chambers, drying and defrosting systems, and intensive chilling systems.

SCHRÖTER

Delivered

- 1998
- > 1 X THERMICjet® HR6 HOT-SMOKE COOKING SYSTEM
 - > 1 X SMOKjet® RH WOOD-CHIP SMOKE GENERATOR

- 2003
- > 3 X SINGLE-ROW, SEMI-CONTINUOUS SEMIjet® HRIK8 SYSTEMS
 - > 3 X SMOKjet® RH WOOD-CHIP SMOKE GENERATORS
 - > 1 X DOUBLE-ROW SEMIjet® HRIK16
 - > 1 X SMOKjet® RH WOOD-CHIP SMOKE GENERATOR

- 2005
- > 2 X DOUBLE-ROW CLIMAJet® KR16
 - > 2 X SMOKjet® RH WOOD-CHIP SMOKE GENERATOR

- 2007
- > 2 X DOUBLE-ROW CLIMAJet® AT14 DEFROSTING CHAMBER

- 2019
- > 1 X DOUBLE-ROW, SEMI-CONTINUOUS SEMIjet® HRIK16 SYSTEM
 - > 1 X SMOKjet® RH09 WOOD-CHIP SMOKE GENERATOR
 - > 1 X FULLY AUTOMATED RGA CLEANING SYSTEM
 - > 1 X INTOUCH PROCESS CONTROL SOFTWARE FROM US MANUFACTURER WONDERWARE
 - > 1 X ALLEN-BRADLEY PLC WITH 10" TOUCH PANEL

Competent Customer Service Around the Globe

Schröter representatives and subsidiaries can be found on every continent. Now Branelli Co. d.o.o. in Serbia and Espalsa S.R.L. in the Dominican Republic are joining the company's global service network.

Branelli Co. d.o.o.

was founded in Belgrade in April 2014. The steadily growing company sells machines and equipment primarily for the food industry, while also offering consulting services for the meat industry. "We've successfully completed numerous projects in collaboration with Branelli - for companies in Serbia, as well as in North Macedonia and Montenegro," explains Frank Mack, Schröter's head of sales. "Effective immediately, Branelli will provide our customers with personal, direct, and comprehensive advice and support in this region."

In addition to Schröter, Branelli Co. d.o.o. represents other companies in a variety of industries from Germany and other EU countries such as Austria, Italy, Spain, Denmark, and the Netherlands.



These include, for example, companies that manufacture high-quality hygienic equipment and wastewater treatment systems that can be used in numerous industries. Ultimately, it doesn't matter which industry the successful company is active in, because the underlying objective is the same - to establish a relationship with customers based on trust in order to respond quickly and effectively to all of their local needs and requirements. Branelli Co. d.o.o. also interacts with customers in person at leading trade shows in Europe, such as IFFA, Anuga, and Interpack, as well as at smaller trade shows in Milan and the region. This ensures that the team always has its finger on the pulse of the different industries and can respond to current trends in all of the markets in which it operates.

Espalsa S.R.L.

is a family-owned company founded by the husband-and-wife team of Oliverio Espaillat and Carmen Ureña de Espaillat in the Dominican Republic in 1992. From the very beginning, the company has supplied the meat industry with ingredients, raw materials, packaging, and equipment for the production of meat products. The company also supplies the baking industry with ingredients such as instant yeast, margarine, baking powder, premixes, and fruit fillings. Its third business segment is manufacturing products for mass consumption, such as ketchup, mayonnaise, dressings, and the sale of pasta, diapers, insect repellents, oats, and raisins. Another important line of business is printing packaging film for local meat-processing companies.



Espalsa, which is headquartered in Santiago de los Caballeros and operates a distribution center in Santo Domingo, the capital of the Dominican Republic, employs around 292 people. The company has a well-organized marketing and sales team that reaches the entire country. The confidence and excellent reputation that Espalsa has enjoyed for over 28 years has made the company the leading distributor of meat and baking ingredients in the Dominican Republic. Espalsa has an experienced national sales team with extensive knowledge of the market that, in addition to Schröter, represents other manufacturers of meat production lines from Germany, Austria, and Mexico, among others. "We are certain that we've found a reliable partner who will provide our customers with excellent local support," says Dietrich Schröter.



CORONAVIRUS

Schröter's crisis management team is handling the situation prudently.

Just like all of us individually, Schröter as a company has also been affected by the global pandemic. The well-being and health of our employees is our top priority. In addition, our aim is to do everything in our power to protect the company's business interests and those of our customers as best we can.

As a result, we have established a crisis management team that meets twice a week and whenever necessary to assess the current situation. Its members include the executive board; the heads of IT, production, and service; employee representatives; and the works council. All of our decisions are based on the recommendations of the German Engineering Federation (VDMA) and the Robert Koch Institute, the German federal agency responsible for disease control and prevention.

We know that the coronavirus is causing a great deal of uncertainty, which is why communicating with employees and customers in a transparent, honest manner is extremely important to us. This is why we have set up a dedicated e-mail address for the crisis management team. This address has already received a large number of e-mails - we've almost become a small "Department of Health" for our employees! The many constructive suggestions we receive every day from the various departments are also a sign that our employees are working together effectively across the company.

We are taking all of the necessary precautions to protect our employees' health. This includes providing information about the mandatory hygiene measures and rules on social distancing in different e-mails and notices posted on bulletin boards. Dispensers with hand sanitizer are available in sufficient quantities throughout the facility. Our systems' touch pads are regularly disinfected. The employees of our freight forwarders and suppliers have a separate bathroom at their disposal. Arrangements to work from home have been introduced wherever they are appropriate. Meetings are being held via video or telephone conference. Our technicians and customer service staff are sent out to jobs in the field in

close coordination with the crisis management team and our customers.

Border closures and travel restrictions affect everyone - customers as well as our own company. Our current job sites in the United States, France, Poland, Italy, Sweden, and the Netherlands are subject to constant assessments as to whether we can use our own technicians. Whenever possible, we have found solutions so that new systems are installed by local technicians from the respective countries.

Stay healthy. Stay confident. Stay with us. Together, we will make it through this crisis.

“ Our family sticking so close together is what personally gives me strength. We cook together, do odd jobs around the house and yard together, and go on bike rides together. ”

- KLAUS SCHRÖTER

“ My recommendation is to boost your immune system! I'm getting a lot of exercise. Our school-age kids are home right now and they also seem to be enjoying it. ”

- DIETRICH SCHRÖTER

KRISENSTAB@SCHROETER-TECHNOLOGIE.DE

EMPLOYEES AND CUSTOMERS CAN SEND ALL OF THEIR INQUIRIES RELATED TO THE CORONAVIRUS SITUATION HERE. WE WILL GET BACK TO YOU AS QUICKLY AS POSSIBLE.



INSIDE

Confident, Fresh, Modern

MeetingPoint has been given a new look. Following the makeover in March 2019, Schröter's website now also has a new appearance to match.

From the corporate video to the customer magazine and the website, everything now features a consistent design that mirrors the premium quality of Schröter's production systems. The focus of the redesign was to optimize the smartphone version of the website, which is why the desktop version was designed based on the mobile version.

Optimized Usability

The home page welcomes users with three images in a slider, which are supplemented by a news bar and the language menu (German, English, Spani-

sh, and Russian) below them. If you scroll down further, a darker footer area rounds out the page. It contains links to the individual product areas, a search tool, and contact details including the company's address, fax, and telephone numbers. Since the footer appears on every page, the contact details are always easily accessible.

The website no longer features a long menu bar. Instead, users now click to open a white page with the menu that can be used to easily navigate around the site. The main links appear on the right, providing quick access to the different types of systems Schröter offers. Since the additional navigation on the left side has proven successful, it has been retained.

In the Company section of the website, the up-to-date, bright photos in the header immediately catch the eye, while the Products section features an image from the corporate video. The Downloads page is now divided into separate parts, including Videos, Brochures, and a new Media sub-menu, which provides a home for the corporate video and the latest issues of MeetingPoint.

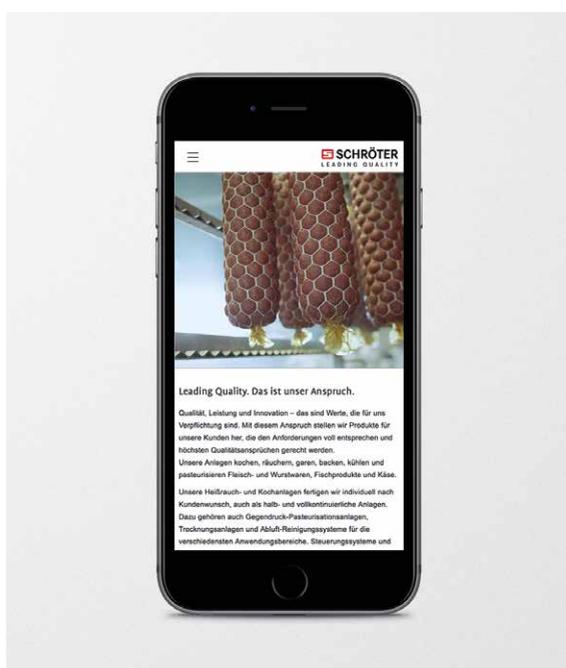
“
Reduced to the essentials – the new website”

The Smartphone Version

The way images and text are displayed has been completely changed and optimized for smartphones – you can still scroll through the categories, but text is no longer positioned over background images. Furthermore, all of the images are scaled differently. The menu is relatively large with clearly arranged submenus. All of the content can be found quickly and easily. Last but not least, anchor links, a back button, and arrows make it easier for visitors to navigate back and forth. Clicking makes a selection appear red, as does hovering over it with the mouse. This means visitors can always see exactly where they are.

AT A GLANCE

- > A modern, high-tech look – confident, fresh, clean
- > Clearly structured navigation
- > Bright headers with modern images
- > New Media section with corporate video and issues of MeetingPoint
- > Improved usability on smartphones, including resized images, a relatively large menu, and back button



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