

Meeting Point

SCHRÖTER
LEADING QUALITY

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World of Leading Quality

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Partners for top-quality snacks: Jack Link's and Schröter

Beef Jerky, BiFi, and Peperami – world-famous meat snacks that are recognized for their superior quality. For decades now, global family business Jack Link's has relied on Schröter's innovative technology made in Germany for its production operations. Joining forces, they are driving success in Europe.

Jack Link's began in 1986 as a small family-run business in the USA specializing in the production of beef jerky. The vision was clear from the start: to produce high-quality protein snacks with a unique taste. Thanks to this approach, the company has continued to grow and is now a global player with more than 3,500 employees and a presence in over 40 countries.

In 2008, Jack Link's ventured into Europe. The final breakthrough came in 2014 with the acquisition of the legendary brands BiFi and Peperami, which are particularly well known in Germany, Great Britain, and Scandinavia. Today, Link Snacks is one of the leading suppliers of snacks in Europe.

The well-known BiFi mini salami has been produced for many years at Jack Link's European production center in Ansbach in Bavaria. This successful product, which has since been expanded to include numerous varieties such as BiFi Roll or BiFi Currywurst, is synonymous with premium quality and unmistakable taste. From the very beginning, Schröter Technologie has played a key role in production by ensuring that the systems meet the high standards of US customers.

A steadily growing partnership

The connection between Jack Link's and Schröter goes back to 1996, when Schröter first supplied thermal treatment systems for BiFi production in Ansbach. Since then, a close and successful partnership has developed, based on mutual trust and innovation.

At the heart of the collaboration are Schröter's CLIMAJet® KR-MAS systems, which were developed for the precise thermal treatment of meat products. These systems make it possible to precisely dry and smoke small calibers such as BiFi mini salami. The innovative combination of horizontal and vertical air flow results in uniform drying, which not only guarantees product quality but also optimally controls weight loss.

The plant at the Ansbach site has continued to develop in recent years to meet growing demands. Engineers and meat technologists from both companies worked closely together to perfect the systems in terms of energy and air technology. The results speak for themselves: maximum efficiency, top quality, and a consistent end product that meets the taste expectations of consumers worldwide.

READY-TO-PACK
BiFi mini salamis



Second location started up in Germany

The success in Ansbach led to Jack Link's also trusting in Schröter's proven technology for its new production site in the small town of Guben in Brandenburg. In the first construction phase, 16 rooms were built, eight of which were initially equipped with state-of-the-art CLIMAJet® KR-MAS climatic smoking systems. These systems, each with a capacity of 48 racks, enable the production of an impressive 2.5 million BiFi mini salamis per week. Each system was specially tailored to the requirements in Guben to ensure the highest production standards while integrating future automation options.

With the new plant in Brandenburg, Jack Link's is demonstrating its commitment to growth, innovation, and the future of the company on the European market.

The investment in state-of-the-art Schröter equipment allows Jack Link's to significantly increase its production capacity while ensuring the highest quality.



FRONT PANELS WITH LIFTING DOORS
across the entire width of the system

But it is not only the company itself that benefits. The Guben region and the surrounding communities are experiencing an economic upturn thanks to the new facility. The creation of numerous new jobs is strengthening the local economy and making Guben a new location for production of meat products in Germany.

Focus on efficiency and cost-effectiveness

The collaboration between Jack Link's and Schröter is synonymous with innovative and high-performance production solutions. The systems are designed for maximum efficiency and enable resource-saving processes. The plant in Guben sets new standards in production and contributes to the company's long-term competitiveness. State-of-the-art technology not only ensures quality, but also guarantees sustainable and economical production.

AIR RECIRCULATION
of the CLIMAJet® KR-MAS systems



INTERIOR VIEW
of the climatic smoking systems



FRICTION SMOKE GENERATOR
with 3-way outlet for alternating smoke supply

CUSTOMER INSIGHTS

Facts & Figures



- › **FOUNDED:** 1986
- › **LOCATIONS:** Company headquarters in Minong, Wisconsin, USA. 40 locations worldwide
- › **EMPLOYEES:** more than 3,500 globally
- › **PRODUCT PORTFOLIO:** protein snacks such as BiFi, Peperami, and Beef Jerky
- › **WEB:** www.jacklinks.eu

Experience innovation and quality live

From May 3 to 8, 2025, IFFA will once again open its doors in Frankfurt am Main and transform the exhibition halls into the global meeting place for the meat and protein industry. The world's leading trade show for the processing, packaging, and distribution of meat and alternative proteins attracts an international trade audience. Under this year's motto "Rethinking Meat and Proteins", IFFA is increasingly focusing on alternative sources of protein. In addition to meat products, plant-based alternatives and cultured meat are also in the spotlight.

As a long-standing partner to the meat and food industry, Schröter will once again be represented in 2025 at Booth C11 in Hall 12.0. Under the motto „Schröter – World of Leading Quality“, visitors can expect a new, modern booth concept extending to more than 400 square meters of exhibition space that impressively showcases Schröter's innovative strength and quality leadership. The open and inviting booth offers space for exchanges, inspiration, and in-depth technical discussions.

Innovative theme worlds – technology that inspires
Schröter will present its latest technologies and developments spanning five unique theme worlds at IFFA 2025:

- › **WORLD OF AIRFLOW:** Schröter's versatile air flow systems take center stage here. Our Cross-Back principle demonstrates live how precise control of air flows leads to optimum drying and smoking processes. As a special highlight, a selection of customer products will be offered for tasting in the service area.
- › **WORLD OF TEMPERATURE:** From gentle tempering to the perfect baking process: Schröter demonstrates its vast expertise in a wide range of food processing and refinement applications.
- › **WORLD OF SMOKING:** Tradition meets innovation. Here we showcase state-of-the-art smoking technologies that combine artisan quality with industrial efficiency.
- › **WORLD OF CONTROL:** Intelligent control systems ensure maximum process reliability and efficiency. Here, visitors can experience how Schröter designs digital solutions for the production of tomorrow.
- › **WORLD OF AUTOMATION:** Fully automated processes are the key to greater efficiency and quality. Schröter presents automated transport systems, cleaning systems, and the semi-continuous and continuous SEMIjet® and CONTIjet® systems here.

Meeting place for innovation and exchanges

The Schröter booth will once again be the focal point for exciting discussions and new ideas. Whether exchanging ideas with experts, exploring the latest technologies, or networking in a relaxed atmosphere – this is where visitors can experience what leading quality means. Klaus Schröter, Managing Director of Schröter Technologie and Chairman of the IFFA Advisory Board, sums it up:

“
IFFA is the ideal platform for us to showcase our innovative capacity and strengthen dialogue with our customers worldwide.
”

Come and visit us!

At IFFA 2025, experience how Schröter Technologie is redefining quality standards with innovative spirit and passion. Visit us at Booth C11 in Hall 12.0 and immerse yourself in the World of Leading Quality.



THE SCHRÖTER COMPENDIUM

Technology in all its diversity

Schröter's new compendium is being published just in time for IFFA. It is the comprehensive reference work for the entire world of Schröter systems. Presented in a modern design, you will find detailed descriptions of all Schröter systems, supplemented by technical details. The compendium also provides information on control and visualization systems, cleaning solutions, and door concepts. Whether for planning new production lines or optimizing existing processes – our compendium offers you a wealth of knowledge at a glance.

Interested? Then please contact us at: info@schroeter-technologie.de





World of Smoking: Automation solutions for SMOKjet® models

A total of five food processing and refinement theme worlds can be discovered at the Schröter booth. In the „World of Smoking“, visitors can see technical innovations for smoking technology. On display will be an impressive range of SMOKjet® models offering optimized efficiency – including two that set new standards with their significantly enhanced level of automation. Center stage is the SMOKjet® RH09, which impresses with automatic chip washing and a system for the removal of glowing chips.

From compact all-rounders to specialized solutions for larger production volumes – the World of Smoking machines offer pioneering technology for the modern smoking process.

SMOKjet® RH09: Automatic chip washing and removal

The RH09 smoke generator, optimized for the carbonization of wood chips with a particle size of 6–10 mm using the glowing smoke process has a medium to strong smoky flavor when used in minimal quantities. The new automatic chip washing system significantly reduces maintenance costs. The glowing chips are transported out of the combustion chamber via a chute into an external collection container.

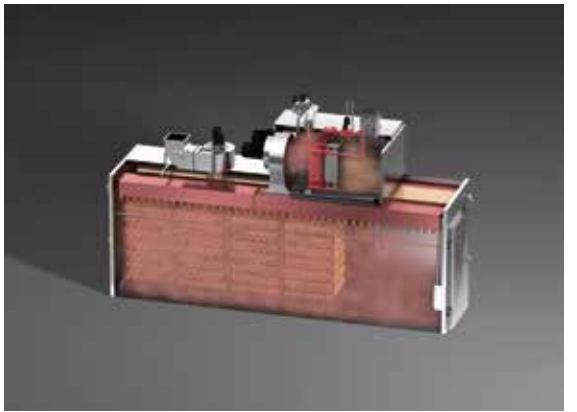
Automatic chip removal represents a decisive step forward. A tube chain conveyor transports the washed chips into a larger container or directly onto a conveyor belt, thus simplifying handling considerably. As an option, the RH09 can be extended with a chip attachment that increases the capacity to a total of 220 liters – ideal for operations and processes that work in weekend mode.

SMOKjet® RD: Automatic chip sieve replacement

The SMOKjet® RD steam smoke generator will be presented at the trade fair with an innovative automatic chip sieve changer. Whereas previously the sieve had to be changed manually every half hour after each smoking process, the new function allows up to four consecutive smoking cycles without intervention. After around two hours of operation, the four chip sieves are then replaced and the ash container emptied, significantly increasing the degree of automation. This development not only ensures greater efficiency, but also consistently high quality and process reliability in operation. The steam smoke generator also retains its very compact external dimensions.

SMOKjet® RF: Magazine attachment for increased capacity

The standard magazine of the SMOKjet® RF friction smoke generator has space for four wood bars. This can be extended with an attachment that increases the capacity to a total of up to ten wood bars. Its tight-fitting loading door ensures that safety and quality remain guaranteed during operation. This enhancement is particularly interesting for com-



HOT SMOKING PROCESS
in a THERMICjet® HR

panies that operate several smoke houses with one smoke generator and for those that work in weekend mode. This solution will be presented live at IFFA and will show how flexibly the SMOKjet® RF can be adapted to different requirements.

SMOKjet® RH Compact: Space-saving efficiency for every business

High performance with a minimal footprint – that’s what you can expect with the SMOKjet® RH Compact. Developed as a versatile smoke generator, it offers an ideal solution for businesses that want to work efficiently without having to rely on space-intensive smoking technology. Thanks to its compact design, the smoke generator can also be easily integrated into existing production lines. Optimized operation and straightforward maintenance make the Compact a reliable and space-saving all-rounder.

Advanced technology for all requirements

See for yourself live at the World of Smoking how the technological developments of our SMOKjet® systems are shaping the smoking technology of the future and how automation is making the smoking process more efficient.



COMPANY

Successful together: A thank you to our anniversary celebrants and retirees

Years of loyalty, experience, and reliability – this is what was honored by Schröter at a special ceremony.

Long-serving employees who have shaped the company over decades were honored by the entire management team at the end of 2024. At the same time, the company bid farewell to several valued colleagues on the start of their well-deserved retirement.

“

Anyone who has been part of our team for so many years leaves lasting impressions. Those who have worked for us for years or even decades not only shape our team spirit, but also our corporate culture. This long-standing relationship makes us proud, happy, and very grateful as a family business,

”

said Klaus Schröter, who personally delivered the tribute and farewell address. The honored and retired staff members were thanked with a meal with management and a presentation of gifts. Their commitment, their loyalty, and their stories shape the past, present, and future of Schröter.

SCHRÖTERS

Valued and retiring colleagues

40 (!) years with the company:

- › Horst-Michael Bieder

25 years with the company:

- › Patrick Bertelsmann
- › Manfred Blanke
- › Jürgen Bollhorst
- › Robert Prieb
- › Georg Stein

10 years with the company:

- › Boris Abrams
- › Marcel Hansen
- › Artur Wall
- › Osman Yüreklişoy

Retiring employees:

- › Thomas Cuno
- › Ulrich Koch
- › Martin Lepper
- › Waldemar Schmidt
- › Helmut Temme
- › Norbert Wienker

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