

# Attention customers, we'd like to offer you that little bit

## Before, during and after

is how **Air Products** believes service should be delivered on their range of gased based technologies for the food industry. Their Service Plus package was developed to provide a variety of additional benefits starting with their team of Freshline® process experts who evaluate the customer's existing and/or proposed set-up before advising on optimisation of efficiency, costs and safety. Training courses help operators to use equipment safely and effectively, and their 24-hour technical response teams can audit, inspect and upgrade equipment, test and certify equipment to the highest standards.

[www.airproducts.co.uk](http://www.airproducts.co.uk)



## 24 hour online ordering

of inks, spares and consumables is made easy at [www.buydomino.com](http://www.buydomino.com).

With **Domino's** online web store customers can create standard shopping lists to meet their production requirement including shift patterns and stock management and then track their orders online. Users also have the additional benefits of special offers only available on line, plus they can view all shipping and invoicing information.

**Local service** was found to be one of the top three key requirements in a recent customer survey conducted by GEA Niro. Global coverage to provide a local service has been expanded to cover countries including Japan, New Zealand, Argentina and all of Europe where GEA Niro has long-term customers. "The benefit to us is that our local technicians develop ideas and new initiatives that would otherwise never happen if we were purely reactive," explains After Sales Group Manager, Samir Maali.



[www.niro.com](http://www.niro.com)

## Innovation centre for food processing

With a full-time food technician and a purpose built 1022m<sup>2</sup> Innovation Centre, **BCH** provide their customers with the opportunity to develop their own ideas and processes in conjunction with BCH process engineers. The Innovation Centre has the space to accommodate complete lines for the production of food and confectionery processes, and over the last 2 years has enabled BCH to partner with its customers to produce innovative designs and technology for mixing, cooking, cooling, extruding and enrobing food and confectionery products. BCH's latest innovations include 100% fruit cooking and extrusion, microwave cooking, induction heating, and their latest innovation the ProWok. [www.bchltd.com](http://www.bchltd.com)



more...

Continued difficulties in accessing finance and the need to reduce payback periods mean customers are pressing equipment suppliers hard for a 'better deal'. Cost-cutting might win a contract in the short term but it is ultimately unsustainable and undesirable. So, to achieve critical points of differentiation for the long term, value-added services are key. Here members tell us how they are providing their customers with that little bit more...

**Tailoring a standard system** to meet the needs of a multi-national pharmaceutical company based in Cumbria is one example of how **Kecol Pumping Systems Ltd** adds value. The company was experiencing health and safety issues because operators were having to manually scrape out the last amounts of product which were being left on the walls of their conical vessels. Following extensive trials Kecol designed and manufactured a system which transferred high viscosity creams and ointments from 350L vessels to filling machines leaving no waste for operators to deal with. The client reported that the system not only met their stringent H&S regulations but also made savings by reducing waste and improving the accuracy of the fill weights of the materials. [www.kecol.co.uk](http://www.kecol.co.uk)



**Online social networking sites such as Twitter, Facebook and LinkedIn** have been growing enormously in

popularity on the web which has lead some members to explore ways to work social networking into their marketing campaigns: "The various social media



[www.youtube.com/user/tnasolutionsmedia](http://www.youtube.com/user/tnasolutionsmedia)

formats give our customers more ways to learn about tna's packaging solutions in whatever format is most comfortable for them," says Shayne De la Force, Chief Marketing Officer of **tna**. "YouTube functions as an 'always on' visual platform for people who want to see and learn more about our solutions and machines, and with Facebook, we connect on a more personal level, with things like 'behind the scenes at tna' where we share news about everything from birthdays to presenting the latest tna advertisements," Shayne adds.

"Social media tools including Twitter and LinkedIn enable us to engage with our customers on a deeper level," commented Ying Zhang, Marketing Executive of **RNA**. "We are able to respond to customers' enquiries, solve their issues and build relationships with them, plus updates on the company, our handling and feeding technology, promotions, sales or events can all be posted instantly."

Follow us @RNAautomation



[www.twitter.com/RNAautomation](http://www.twitter.com/RNAautomation)

**Ancillary products**

**Krones** not only gives competent advice about label formats, label design, materials and marketing aspects, but together with the customer Krones chooses the best adhesive to fit the requirements, and if necessary, develops customised adhesive solutions that result in a perfect combination for container and label. Krones Colfix adhesives is one example of the high-technology products which complements their machinery range. [www.krones.co.uk](http://www.krones.co.uk)



**Customer training**

To ensure that customers get the most from their food processing equipment, **Interfood Technology's** customer training courses cover a wide number of topics. Most recent, the Poly-clip ICA two day training course presented at Interfood's head office in Thame was attended by nine engineers from major food processing customers, including Cranswick (Valley Park site), Tulip (Bodmin and Kings Lynn sites), Delico and Newsholme Foods. Course attendee Alec Revel from Tulip (which uses ICS clippers in their cooked meat process prior to slicing) said: "I've been shown the quickest ways to remove parts and identify faults... a great course." [www.interfoodtechnology.com](http://www.interfoodtechnology.com)





## Happy 80th Birthday Lou!

Having experienced world wars, rationing, technology revolutions, and a 21st century faster pace of life, you'd expect to find most 80 year olds taking it easy with a nice cuppa and a good book. Not Lou Bates, Chairman of Cap Coder, who has recently celebrated his 80th birthday and can still be found in the office 3 days a week designing new equipment! From his Kodak engineering apprenticeship at age 16, to forming Cap Coder in 1976 and then steadily growing the company for the last 33 years, Lou's life continues to be full of adventure including plane flying and riding his recently acquired Royal Enfield motorcycle. Lou is described by his team of 17 staff as a paternalistic and protective employer who is greatly respected and appreciated. From your friends at the PPMA, Happy Birthday, and when you get a moment can you let us in on your secret?!

### Olsen's growth plans



Olsen Engineering UK has recently expanded their business with an office move to a larger facility in Caersws (Powys) which is situated opposite their technical business partner [www.motorcontrolwarehouse.co.uk](http://www.motorcontrolwarehouse.co.uk), along with the recent employment of two new members of staff: Peter Collington, Internal Sales Engineer (above left) and Natalie Glover, Marketing Administrator (right).

### Linkx Systems move out of their shed!

Linkx Systems, founded two years ago has moved to spacious new premises in Beccles, Suffolk. "When we started, it was just Doug Reilly and I working in a shed, but we were soon getting so many orders that we had to take on staff and move into four sheds! Since then, our growth rate has never slackened. We now have 15 employees and more than 40 regular customers, including such well-known names as Sara Lee, Unilever and Birds Eye," said co-founder and director David Hayward. The new premises provides the company with space to handle machines from SIAT and PACTUR, two leading Italian manufacturers of packaging equipment with whom it has recently signed distribution and support agreements.



### New Technical appointment for Gough

Rob Rogers (left) joins Gough as their new Technical Director. Previously with Shropshire firm Syspal, Rob will be responsible for all aspects of design, production and technical matters as Gough seeks to grow its business and market share in the field of conveying, screening and grading.

### Chronos and BTH join forces

Premier Tech, the parent company of Chronos Richardson, acquired the packaging specialist Bag Treatment Holland B.V. (BTH) in September 2009. BTH merged with Chronos Richardson to create a team of specialists and experts with profound industry know-how and an exhaustive product portfolio with innovative systems in the areas of bag packaging and palletising solutions as well as load security. The new entity will continue to operate from sites in Germany, Italy, England, France, Thailand, and now the Netherlands.



Ingo Jonas (left) and Frans Maas lead the Chronos BTH subsidiary in Eersel, Netherlands.

### A new Euroflow structure

Euroflow (Total Solutions) manufacturers of bespoke automation equipment has appointed Steve Holden as Managing Director (right). This change in structure allows Doug Sawyer, the previous MD, more time to focus on R&D and production leaving Steve to drive the business forward through the sales arm of the company.



### Sewtec's expansion programme

As part of its continued expansion programme, automation solutions specialist Sewtec Automation has appointed Jeff Jones as Programme Manager. Based at Sewtec's headquarters in Dewsbury, Jeff will be responsible for the full management and supervision of the higher value customer projects. This new appointment continues Sewtec's expansion and follows on from an investment of £0.5 million in the upgrading of Sewtec's premises last year which increased its footprint by some 10,000 sq ft.