

Award-winning Criterion Ices trusts Alfred & Co to deliver

A family-owned maker and distributor of dairy ices, yoghurt ices and sorbets returned to Alfred & Co when its vintage continuous freezer proved unreliable for a solution which is now saving valuable time and has improved product quality.

Suffolk-based Criterion Ices supplies its exclusive ices to restaurants, theatres, concert halls, farm shops, independent fine food stores and delicatessens. The family-run company has won numerous prestige awards and its motto "Criterion Ices - the standard by which other ices are judged" illustrates the team's commitment to producing a product portfolio of the highest standard.

At the country creamery where all the ices are made, a rotary tub filling machine, bought from Alfreds a couple of years ago, was being fed by an ageing continuous freezer that just wasn't up to the job any more. Operations Manager Paul Myatt contacted Steve Henshall at Alfreds and together they identified the WCB MF600 as the most suitable replacement.

Once commissioned, staff quickly got to grips with the fully automatic freezer with a bit of guidance from

the team at Alfreds. Creamery manager Rod Myatt and his team are delighted that their award-winning ices taste even better than before!

Paul adds: "Tub weights are absolutely consistent, with the first pot being exactly the same as the last. The machine is easy to use and CIP cleaning after production is almost effortless compared with dismantling the old freezer at the end of every day!"

Paul was also impressed with the level of knowledge Alfreds had of the machine and its operation.

"WCB Ice Cream who are based in Denmark have trained three of our staff on the use, care, maintenance and diagnostic features of the MF series of freezers and with a large stockholding of spares, Alfreds is delighted to represent them in the UK," says Steve Henshall.



ROMACO FRYMAKORUMA transfers sales and service to Moody Direct

Moody Direct has taken over Romaco FrymaKoruma's sales and service operations in the food and healthcare sectors. According to Romaco, this restructuring will increase service capabilities and improve sales responsiveness for its customers based in the UK and Ireland.

Moody Direct now has new machine, spares and service responsibility for the FrymaKoruma product lines.

Managing director Paul Gregory said: "We have an extensive service support structure providing on-site maintenance on all types of process plant with 24/7 availability, 365 days a year. This, together with our commitment to invest in a spare parts inventory to give customers shorter lead times, will enhance the levels of support we are able to offer."

FrymaKoruma is one of the leading international companies providing vacuum processing and milling

machinery for the food, pharmaceuticals and cosmetic industries. There are over 23,000 FrymaKoruma machines in use in more than 180 countries in a range of applications.



Moody Direct contacts are:

For spare parts:
Melanie Wilson
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For service:
Pat Clayton
+44 (0)1777 712138

For machinery sales:
Paul Gregory
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Competition

Congratulations to Julia Blair, Manufacturing Engineer at The Glenmorangie Company who won the competition in the previous issue.

Send in your correct answers and win 12 bottles of superb wine!

Q1 What nationality is packaging equipment manufacturer Tecnovac?

Q2 Which continuous freezer model is delighting Criterion Ices?

Simply email your answers to helen@humanpr.co.uk. The first correct answer pulled out of the hat will win a case of wine.

Employees and associates of the Moody Group of Companies are not eligible to enter the competition. The editor's decision is final.

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Tecnovac appoints new UK agent

Leading provider of engineering solutions, Moody Systems, has extended its food processing range with the announcement that it has been appointed the British agent for Italian manufacturer Tecnovac's range of packaging equipment.

Tecnovac has an extensive range of vacuum packaging, automatic packaging and sealing of pre-formed trays, and packaging and sealing thermoforming machines for the fast moving convenience food market. It also supplies denesters, conveyors and depositors.

Moody Systems Director Phil Doxey said: "We are proud we have been appointed Tecnovac's agent in Great Britain, and look forward to using our knowledge and experience to help customers get the best from their machinery."

Moody Systems now handles sales, engineering, spare parts and technical support for Tecnovac's entire range which includes manual, semi-automatic and fully automatic lines.

Contact Moody Systems on **+44 (0) 1777 701141** for more information.



Supplier focus: GEA Niro Soavi homogenisers

GEA Niro Soavi, the global market and technology leader in dynamic high pressure homogenisation, manufactures a wide portfolio of models providing throughputs from 30 l/h to 50,000 l/h at continuous working pressures from 100 up to 1500 bar.

Moody plc is an agent for Niro Soavi supplying the UK and Ireland dairy and food industries with new and reconditioned machines, as well as spares and service, through its group of companies.

In the ice cream industry, Alfred & Co has sold a number of homogenisers from the small capacity range and customers have been impressed by their performance, quality and reliability.

For example, the ONE 11TS is the ideal high pressure homogeniser for pasteurised and flavoured milk, yoghurt drinks, dairy based dressings, ice cream mixes, fruit juices, soya milk and beverages.

Managing Director Phil Doxey says: "It's the ideal solution for small dairies and process plants."

- Easily installed, reduced maintenance machine, for simple integration into basic process plants.
- Maximum flexibility to allow process and product development for new markets using traditional or new products.
- Cost-effective operation, reduced maintenance, safe sanitary design and low energy consumption.
- Optimised efficiency homogenising valve ensures proper particle micronisation for excellent product quality and shelf life.

Customers are guaranteed a comprehensive support service from experienced engineers with access to spare parts through Moody Direct.

For more information contact Alfred & Co on **+44 (0)1777 701141** or info@alfredandco.com

Ice cream students get cool loan from Alfred & Co

Food technology students and business entrepreneurs at a Cheshire college will be using state-of-the-art machines to make ice cream thanks to Alfred & Co, which has agreed to loan it Technogel equipment worth over £35k.

The Mixtronic 110 batch pasteuriser and Mantegel 50 batch freezer will be in use on a regular basis for the 2009-10 academic year.

Managing Director Phil Doxey said: "Technogel produces some of the most reliable and easy to use ice cream machines available on the market today. This opportunity to demonstrate the equipment to newcomers to the industry is good for us, and is also good for the college which prides itself on having some of the most advanced facilities in the UK. As a long term supplier to the industry, we are pleased we can support the training of future generations of ice cream makers in this way."

Reaseheath College is recognised as an international centre of excellence for dairy training and is dairy champion within the National Skills Academy for Food and Drink

Manufacture. The loaned equipment further enhances the college's facilities, which include industry standard, fully fitted food halls. Reaseheath's equipment and expertise are used by blue-chip multi-national companies for new product development, by full and part-time food technology students and by the owners of small businesses, such as farmers looking to diversify by producing new dairy products.

Reaseheath's Trials and Development Manager Damien Murphy said: "This has been a very generous gesture by Alfred & Co and underlines the good relationships the college has with its industry partners. The loan of a top of the range, latest generation ice cream maker and freezer will enable us to deliver training which will help small and large manufacturers to become more competitive."



Free guide to buying second-hand machinery

Experts in second hand processing machinery at Moody Systems are seeing significant growth in the global market for refurbished equipment as manufacturers focus on cost-savings and their environmental responsibilities.

Moody Systems Managing Director Adam Archer says: "Interest in used machinery has always been strong, but the credit crunch and a growing commitment to environmental issues has seen demand from all areas increase over the last 12 months."

Moody Systems has been supplying and servicing the dairy, food, beverage, brewing and pharmaceutical industries for over 30 years and staff have a wealth of experience of a wide range of OEM products.

"Buying used equipment offers cost advantages over new equipment, but it also offers the benefit of a relatively short lead time compared with ordering a new machine directly from the manufacturer," Adam continues.

But there are pitfalls.

To help manufacturers of all sizes buy with confidence, Moody has put together a free guide "Top 20 tips on buying used equipment" containing useful advice on acquiring machines from recognised dealers or public auctions.

"If you intend to buy a refurbished item, check that the item is not obsolete and that spares are readily available. Check to see if the seller can provide the appropriate spare parts. Better still: Does the seller support the item with spare parts in stock and is the seller able to provide maintenance assistance if required?"

For a free copy of the guide visit www.moodysystems.co.uk