

# Innovative focus for food markets

**foodex**  
**BIE** Baking Industry Exhibition  
 21-24 March 2010  
 NEC BIRMINGHAM

## EVENTS GALORE

Technical challenges to meet the needs of the several hundred new food and drink products that come on to the market each year require innovative formulations, processes and packaging solutions.

With more than 300 exhibitors combined, including a number of PPMA members, and still growing **Foodex 2010** and the **Baking Industry Exhibition (BIE)** is set to demonstrate the latest technologies for the food and drink sector, due in part to its close co-operation with market leading associations such as Campden BRI.

Campden will present a full day of innovative research and development on March 22 in the Foodex special Innovation Theatre.

It will allow visitors to catch up with the latest information on topics including allergens, antioxidants, imaging of baked product structures, and high pressure processing.

Other sponsors include Dairy UK, British Soft Drinks



Association, Provision Trade Federation, International Agricultural Technology Centre, the Academy of Food and Wine and The British Society of Baking.

**Foodex**, previously called Foodex Meatex, has been re-branded to better communicate the broad appeal of the show from meat and poultry, on to fish, dairy, fruit, vegetables, drinks, confectionery, cereals, organics and ready meals.

There will be a specific focus on key industry areas:

**Meat @ Foodex** will cover all aspects of meat & poultry

production, which has been a core part of the exhibition since it began in the early 1980s.

**Dairy @ Foodex** will look at milk, cheese and other dairy products from cow to pack!

**Fresh @ Foodex** focuses on fresh produce and covering all aspects of preparation and packaging.

**Seafood @ Foodex** will examine all types of seafood.

**Beverage @ Foodex** will demonstrate the latest ideas for both alcoholic and non-alcoholic beverages including juices, smoothies and energy drinks.

Foodex will also feature a new Retail and Ingredients arena, located near the busy Foodex Live Theatre, offering an insight into 'In Store' preparation and packing, plus the latest trends in ingredients for healthy eating.

**BIE** will continue to focus on volume product production, craft, packaging and bake-off.

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**Foodex Business Briefing Theatre:** a full programme of lectures on production innovation, skills training and food hygiene issues.

**Packaging and Processing Technologies seminars** will be presented daily providing information on the latest developments covering each of the five industry sectors at Foodex – meat; dairy; fresh; fish; and beverage.

Industry experts including Chris Bolton from PFM and Chris Williams of Omori Europe will discuss the latest innovations and trends in Meat, Seafood and Dairy packaging and processing technology. Every day Martin Key of Ensure, a leading authority on EU legislation for food machinery, will analyse and explain developments in both POWER and end user responsibilities within the new Machinery Directive.

A Soap Box session at the end of each day will give experts the opportunity to let off steam about industry issues.

**The National Skills Academy for Food & Drink Manufacturing** will be running a series of training lectures, alongside daily introductions to Food Safety Best Practice.

**Competitions:** The National Federation of Meat and Food Traders will continue its search for the best pies, sausages and burgers. And Q Guild, the independent butcher's trade body, will stage the new Butchers' Display Competition on March 23.

**Bakery Live:** a functioning bakery producing exciting new products as well as old favourites. Some of the nation's best bakery demonstrators will be using the latest machines and raw materials from Europe's foremost ingredient and equipment suppliers.

## 'Xact' date

**Xact** (Foodex S037) will exhibit its latest Matthews CX16 compact continuous inkjet printer. Developed as an entry level model, it is for applications in which only two lines of print are required for applying variable information directly onto primary packaging such as date or batch coding in the food industry.

Measuring 320mm x 420mm x 545mm, it prints small characters from 1.8mm to 7mm high.

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## Fresh food at speed

**Ishida Europe** (Foodex W029) will be demonstrating a high-speed tray packing line, multihead weighing solutions for fresh, sticky products, an entry level X-ray inspection system and its latest checkweigher.

An integrated weighing and tray sealing system enables both fresh and frozen products to be handled at speeds of 120 trays/minute; minimal waste is claimed. It combines a high-speed RS-216 multihead weigher with Ishida's QX-1100 tray sealer. The RS-216 delivers products in accurate and

consistent portions to a sophisticated tray tracking and filling system, which deposits the portions into trays. The filled trays are sealed by the QX-1100, which features double-track configuration and servo motors to ensure maximum efficiency.

On show for the first time is the Ishida CCW-R-214W-S/15 Screw feeder weigher for automatic, accurate and consistent weighing of fresh sticky products.

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## Live demos from Reiser

Live demonstrations for both baking and meat products will be featured by **Reiser** at BIE (L250) and Foodex (R040).

At BIE the Vemag range, which combines high levels of portioning accuracy, speed and product quality, will be shown. Used as a dough divider to produce breads, rolls, buns and English muffins, it is easily adaptable to all dough structures.

It can also be used to deposit accurate portion fillings and batters onto moving or stationary lines. It will be shown in both single-lane and high-speed multi-lane formats.

Also on display are Vemag's Rotary Sheeter which extrudes smooth, uniform sheets of dough; Cookie Dough Depositor for pre-formed, ready-to-bake frozen cookie dough; and a coextrusion system for filled products, such as sandwiches.

At Foodex live demos will include its Vemag Filler for high-speed sausage making, and its new high-speed Vemag LPG208 Length Portioning machine with twin rotating linking horns, claimed to be the fastest natural casing linker in the industry.

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## It's so EasyPIE

Simple and inexpensive, EasyPIE is being introduced by **John Hunt Bolton** (Foodex X009 BIE L281). Designed to help butchers increase their share of the growing pie market users simply press out the base, fill manually, and top with the pressed out base.

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GT2 tray sealer

## Tray sealing duo

Heat sealing specialist **Proseal** (Foodex PO29) will launch two tray sealing solutions to demonstrate its ability to meet the needs of the food industry from small scale production to the fastest packing lines.

Claimed to be ideal for trials, or small scale production and food shops, the hand operated T2 tray sealer reaches six cycles/minute.

Proseal's flagship top-of-the-range tray sealer - the new GT3 - is capable of sealing more than 150 trays/minute and is ideal for meat products and

fresh fruit, says the company.

Throughput speeds are by a three axis servo-drive tray transfer system, which can automatically adjust for different tray heights.

Diagnostic support and implement software modifications are provided by Proseal's Internet-based secure gateway connection system through which the company's engineers can remotely access the PLC and HMI (touch screen) of each machine.

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## Ideas flow with PFM



PFM Pearl

**PFM Packaging Machinery** will be showing its latest flow-wrappers and integrated weighers and baggers at Foodex (V060) and BIE (L271).

At Foodex Flow-wrappers include the Scirocco, a high speed servo-driven machine equipped with long dwell, high integrity sealing for MAP products such as cheese, bread, fresh pasta and meat.

Speed is up to 200/minute.

The Pearl servo-controlled model, is a versatile medium-speed machine producing a number of different pack sizes, Speed is up to 120/minute.

At BIE, and aimed at the smaller or start-up business, is the ZC1 integrated multi-head weigher and bagging machine.

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## New from Interfood

**Interfood Technology** (Foodex Q060) has a number of new developments including the latest TVI systems for fresh meat, bone-in/boneless portioning.

Next generation injectors from Schroeder, a Polar massaging system, Marlen stuffers, and clippers from Polyclip will be demonstrated.

The Weber 905 slicer has a cutting throat capable of accommodating six 4 x 4 logs



simultaneously. High speed infeeding technology, and new in-house robotic loading solutions will be displayed. Plus cookers, coolers and smokehouses from Maurer, and the SP280 entry level press from Hoegger.

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## GrandEye view

**AlertSystems** (Foodex X049) will display its GrandEye 360° camera.

Featuring no moving parts and a single fixed wide-angle lens, powerful signal processing ensures that the area is continuously available for intelligent image analysis.

GrandEye can create multiple views plus a single overview image, says AlertSystems. Signal processing generates multiple views from the large overview image, while a single lens enables viewing in multiple directions.

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