

PRESS RELEASE

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USER REPORT: POSTUMA AGF

Diversity and quality guarantee customer satisfaction

The Dutch fruit and vegetable wholesaler Postuma AGF has newly opened a modern company building together with an entire processing kitchen for vegetables in the beginning of this year. With this, the family business can provide a diversity of high quality fresh produce in-house, which opens many opportunities for the future. The equipment was delivered by Synergy Systems, the official distributor of the food processing technology provider KRONEN in the Netherlands.

Postuma AGF, located in IJsselmuiden in the Netherlands, is a family business with more than 100 years of experience in fruit and vegetables. The company offers a wide spectrum of fresh products. The customers are fruit and vegetable specialists such as specialized shops and market traders as well as food service organizations, for example commercial kitchens. The wholesaler's goal is to be a leading supplier of potatoes, vegetable and fruit products by developing long-term relationships with the customers. One main issue for reaching this target is quality. There is a comprehensive quality management implemented controlling the products' taste, appearance, size and temperature according to strict standards.

Furthermore, the company consults the customers in regards to shop design, price management and business matters. The so-called "business scan" evaluates key figures, which are supposed to improve the business processes of the specialized shops on a long-term basis. Postuma AGF wants to offer added-value to customer: helping them to differentiate on the market and thus, boosting their business success. This also includes a portfolio, which is continuously adapted to consumer trends and which offers diversity. The whole company is focused on the customers' needs and their individual support.

Distinctive by modern assortment and high quality

One further step towards leadership is the expansion of the own venue. In Mid-December a newly constructed building was opened with an official ceremony. Visitors could experience the new venue and the new processing kitchen, which has been realized last year and is in use since the beginning of this year. "Other players in the market cannot deliver the quality that we want for our customers. By taking the cutting in-house, we have more control over the process" that is how Project Manager Frans Bolder explains the decision of Postuma AGF to install an entire vegetable processing solution.

Currently, Postuma AGF delivers all kinds of fruit, potatoes and vegetables. The processing kitchen is mainly used to deliver high-quality sliced vegetables. With the new machines in the kitchen, the range has already been expanded considerably. "We can now block products in different sizes, we can make vegetable rice, which is becoming an increasingly popular product. Spirelli vegetables are also possible" continues Frans Bolder.

Hutspot, which is a traditional Dutch stew made of potatoes, carrots and onions, as well as endive, soup vegetables and baby leaf make the basis of the cutting plant. The wholesaler also provides the customers with more exceptional products, for example a Catalan and a Japanese stir-fry mix. Spiral vegetables from carrot, beetroot, zucchini or pumpkin are going to be added to the portfolio, too. The majority of the production consists of consumer packaging. In addition, there is a smaller volume of bulk.

“We are in the process of developing the range into a distinctive assortment, with which the fresh produce specialist can distinguish himself from the supermarkets” states Frans Bolder. For specialty shops and market traders the assortment of fresh-cut vegetables is one way to differentiate from retail. “Because we have the cutting plant under our own management, we can quickly respond to the wishes of our customers”.

For implementing the required solution Postuma AGF put Synergy Systems in charge. The specialist distributor for machines and processing lines for the food industry is the official partner and representative of KRONEN in the Netherlands. The supplier was able to meet the tight deadline and to fulfill the high standards in quality and diversity requested by Postuma AGF. Synergy Systems delivered all the machines in the cutting plant and carried out the complete project management, too.

Specifications of the vegetable processing solution

The new processing kitchen at Postuma consists of a processing line for cutting, washing and drying vegetables as well as of several single machines by the technology producer KRONEN. In the vegetable line the produce is cut by belt-cutting machine **GS 10-2** in the first step. The conveyor belt leads it to the washing machine **GEWA 3800 V ECO** automatically. Afterwards, the produce is dried by a **K50-ECO** spin-dryer. Up to 1.000 kg vegetable can be processed per hour with this processing line. There are only 2 persons required for operation.

Besides, the following single machines are used for different sorts of vegetables and diverse processing steps:

- Cube, strip and slice cutting machine **KUJ V**: The high performance machine cuts slices from 2 to 12 mm, strips from 2 to 20 mm and cubes of 3 mm up to 20 mm in exact and perfect cutting quality - in a single operation. Tiny cubes as small as 3 x 3 mm (Brunoise) and “vegetable rice” (such as a format of 3 x 3 x 5 mm), e.g. from broccoli and cauliflower stems, can be cut, too. Depending on the product and cutting thickness, the capacity is between 300 to 3000 kg per hour.
- Potato peeling machine **PL 25 K**: The abrasive peeling machine PL 25K peels and washes potatoes, carrots, beetroots and other root vegetables. The aluminum oxide abrasive removes skins paper-thin. Aluminum oxide abrasive coat and disc can be replaced through rubber-coated cylinder and disc thus changing the abrasive peeling machine into a root tuber washing machine. Capacity for vegetables: max. 400 kg / h
- Potato peeling machine **PL 25 S**: The machine is equipped with a knife peeling system with double-edged blades. The PL 25S peels and washes

potatoes, carrots, beetroots and other root vegetables in one step. Capacity for vegetables: max. 400 kg / h.

- Form, fill and seal machine **CP350 PLUS**: The CP 350 is very compact and suitable for packing various products. It convinces by a compact size and transforms the film into a bag by using a specially developed former set.

“We did not want to make any concessions to the quality of our product. The wish was also to be able to work in a more varied way in the future with more modern cut products and to be able to offer a more extensive range”, says Frans Bolder about the choice of the machinery supplier. “It was also important that we were guided through the transition process and that has been done by Synergy Systems satisfactorily to this day”.

About KRONEN GmbH

KRONEN develops and manufactures stand alone and special machines as well as complete processing lines according to the customers’ requirements – high-duty machinery for preparing, cutting, washing, de-watering, drying, peeling, packaging and disinfecting food.

Today, KRONEN has 100 employees and is a globally operating supplier of machines and systems for the Fresh-cut, convenience, catering, specialty food and food industry with representations in over 80 countries and is selling its solutions in over 100 countries worldwide. Due to the close co-operation with our customers and international partners, we consider it our commitment to keep traditional values such as quality awareness but also to react creatively and actively to the challenges of the global market.

In 2018 KRONEN celebrated its 40th company anniversary.

Further information: www.kronen.eu

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Pictures by KRONEN GmbH / Synergy Systems B.V.:

Postuma AGF vegetable processing solution:



The Postuma AGF Team and Synergy Systems, KRONEN representative in the Netherlands, in the new processing kitchen with the KRONEN cutting machine GS 10-2

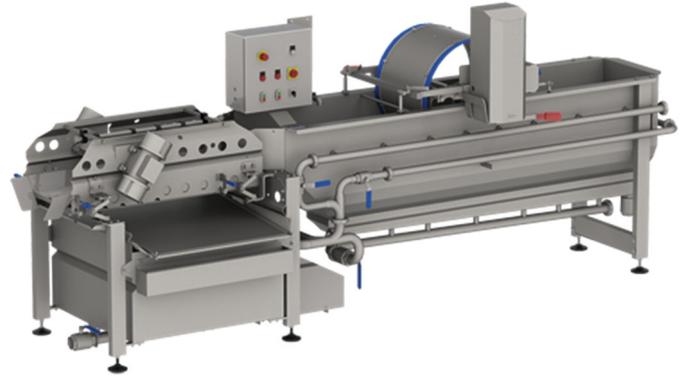


At the opening of the new Postuma AGF processing kitchen:
Selection from Postuma's produce assortment – KRONEN potato peeling machines of the PL serie in the background

KRONEN vegetable processing equipment at Postuma AGF:



KRONEN belt cutting machine GS 10-2



KRONEN washing machine GEWA 3800 V ECO with vibration outfeed



KRONEN spin-dryer K50 ECO-900



KRONEN cube, strip and slice cutting machine KUJ V



KRONEN potato peeling machine PL 25K

Pictures by Postuma AGF:



Postuma AGF building in IJsselmuiden in the Netherlands