Fruit Logistica 2017 – KRONEN is Trendsetter number 1!

From February 8 to 10, 2017, the FRUIT LOGISTICA 2017 was once again the meeting place for the international fruit trade for three days. Kronen was also represented at the trade fair as an expert for the salad, vegetable and fruit processing industries. Many visitors were enthusiastic about the exhibited machine highlights. Especially the innovative novelties - and the associated possibilities - were always the starting point for many informative talks and discussions. Especially the live demos of the Kronen novelties - the SPIRELLO 150 vegetable slicer and the high-performance washing machine GEWA XL - proved to be a crowd puller.

"This gives us the certainty that we have taken the right course with our product developments. The preparation and eating habits of many people have changed considerably in recent years. Healthy nutrition is coming more and more into focus. This also includes the consumption of fresh vegetables. KRONEN responded to the increased demand with the development of innovative machines," explains Stephan Zillgith, Managing Director of Kronen.

For example, the SPIRELLO 150 produces healthy vegetable spaghetti. For many years already, Kronen has been on the market with a smaller machine version, the S021 spiral cutting machine. With the SPIRELLO 150, Kronen has now achieved a technological breakthrough, which allows a capacity increase with a constant quality. The SPIRELLO 150 can be used not only to cut long shaped products (cucumbers, carrots, radishes, butternut squash), but also round products, e.g. Kohlrabi or beetroot can be cut into decorative and healthy vegetable spirals.

With the new GEWA XL, Kronen presented a powerful washing machine for high capacities with low energy and water consumption. This machine allows optimal washing results for large quantities of salads and vegetables. The machine is best suited to reduce cross-contamination and it contributes to increased food safety. Federal Minister of Agriculture, Christian Schmidt, was also impressed by the Kronen booth appearance. He was explained the highly innovative novelties by Stephan Zillgith and Eric Lefebvre, Technical Director at Kronen. Already on 27 January 2017 an important meeting took place at the International GRÜNE WOCHE in Berlin. The reason for this was the transfer of the application for the project "SiMoHyP: Development of an innovative process for increasing the microbiological safety of packaged fresh cut salads by monitoring and sanitizing the process water". This project is supported by the BMEL innovation program over a 24-month duration. The project aims to develop an innovative washing technique and a method for the decontamination of the process water, which is used when washing freshcut salads, in order to preserve microbiologically safe ready-to-eat
salads while at the same time conserving resources (water consumption, energy).

"In teamwork with our customers and partners, many creative ideas generated benefits, not only do we develop machines but also share our know-how with our customers," says Eric Lefebvre.

The Kronen booth presented itself in a new and attractive design and was again a successful result of synergy between Kronen and the cooperation partners ZTI-Mechatronics and GKS Packaging.

At this year's Fruit Logistica gourmet chefs Wolfgang Blum and Andreas Eigner spoiled the Kronen stand visitors with exquisite menus - freshly prepared according to their recipes, which were already published in the Kronen annual calendar 2017. The tasty recipes and videos are published monthly in the Kronen newsletter and on the homepage. Thanks to the innovative Kronen technology according to the latest standard, the preparation of these dishes has become a cooking experience with true delights.

About Kronen GmbH
Kronen develop and manufacture single and special machines as well as complete processing lines according to their customer's requirement, all over the world – high-duty machines for washing, cutting, dividing, peeling, de-watering, drying, and packaging.
Today, KRONEN has 90 employees and is a globally operating supplier of machines and systems for the catering-, delicatessen- and food industry with representations in over 55 countries and is selling its solutions in over 85 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.
Wherever crisp salads, fine vegetables and appetizing fresh fruit are beautifully prepared in quantity – Kronen machinery is there, around the world – often in the most extreme conditions.

More informationen: www.kronen.eu

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Video „Impressions of Fruit Logistica at KRONEN booth”
Link: https://www.facebook.com/Kronen-machines-416714898365297/

Pictures

Federal Minister of Agriculture Christian Schmidt (right) at the KRONEN booth, (left) beside him Rudolf Hans Zillgith, Managing Director of KRONEN

Federal Minister of Agriculture Christian Schmidt (middle) gets information about the KRONEN GEWA XL. Left side: Eric Lefebvre, Technical Manager of KRONEN, right side: Stephan Zillgith, Managing Director of KRONEN
Johannes Günther, KRONEN Sales Director (middle) presents the machine highlight SPIRELLO 150

The KRONEN exhibition team