

/ Maximum quality control at **Harry-Brot** – Product inspection of bakery products using X-ray systems



Quality is a tradition at **Harry-Brot**. In over 300 years of history, what began as a master baker in Hamburg's Altona district has evolved to become the German market leader in bread and bakery products. The company's fresh food service alone supplies well over 12,500 retailers and almost as many bakeries with the popular products every day. To do so, production has to be coordinated down to the smallest detail. Harry-Brot therefore works together with experienced partners to continuously expand its position. In the factories, various Wipotec X-ray systems ensure precise product control, which takes many other factors into account in addition to weight control and foreign body inspection. As a food manufacturer, Harry-Brot has to comply with the strictest regulations and in many instances sets its own standards even higher. This is exactly what Wipotec's solutions are designed to achieve.



Jens Hagemann: Head of Plant Engineering
Packaging and Supply Technology at Harry-Brot

/The recipe for success at Harry-Brot

Even with over 5,000 employees, Harry-Brot is still run as a family business and lives by these values. Only close collaboration with a firm focus on the customer's wishes makes sustainable innovations possible in the first place. "This has developed over time and is reflected today in the diversity of our product range," Jens Hagemann states.

As Head of Plant Engineering Packaging and Supply Technology, he knows the company. In addition to classic sliced bread, the product range includes bread rolls, toast and sandwiches for retail sale as well as pre-bake products for in-store bake-off stations. In certain segments, Harry-Brot achieves market shares of up to 25% and is one of the best-known manufacturers in Germany. Business never stands still and Harry-Brot is constantly evolving. "At the same time, it has always been our goal to keep the technology used here in the production process up to date," Hagemann explains. "To this end, Wipotec's systems play a vital role for us." ▲

Our customer **Harry-Brot**

From the company headquarters in Schenefeld in northern Germany to the rest of the world – Harry-Brot bakery products are now available in almost all corners of the country and are even present in a number of neighboring countries. The company generates annual sales of over €1 billion.

Established: 1688

One of the 10 locations: Soltau, Germany

Products: Bread and bakery products

More information:
📞 www.harry-brot.de



/The beginning of a wonderful partnership

The first contact between Harry-Brot and Wipotec dates back to 2011. At that time, a new production line for sliced bread was being planned and the bakery was looking for a way to optimize the final product checks. "Above all, we were concerned with reducing avoidable giveaway,"

Hagemann recalls. Wipotec's inspection solutions were particularly convincing. "So we took the plunge and commissioned several systems at once. Ultimately, this investment was a huge success for Harry-Brot."

To begin with, we installed six customized X-ray systems at Harry-Brot. Employees were then trained directly on the machines or followed special training courses at the branches concerned. On site, operators work using identical systems and have the opportunity to clarify any questions they may have.

If problems do arise, experienced service technicians are on hand to offer assistance immediately – be it on site or via remote maintenance. "At Wipotec, we had a contact person from the very beginning who took care of everything. We consider this to be a great advantage: It means we know the people on the other end of the line and, more importantly, our contact knows exactly which systems we work with." >>



We are very satisfied. We greatly appreciated the comprehensive support during the commissioning phase in particular.

Jens Hagemann

Head of Plant Engineering Packaging and Supply Technology at Harry-Brot



Fresh bread in 3 meter sticks

/Future-proof bread production with X-ray systems

In the food industry, precise controls for each individual product are vital. This is because demands on food safety and product quality are very high. For this reason, manufacturers should protect themselves and deploy the right technology on all production lines. For Harry-Brot, the choice was clear: Wipotec's flexible X-ray systems were extremely persuasive.

"We use the SC-E model from Wipotec to detect a wide range of foreign bodies," says Hagemann. "Our SC-W series machines perform a detailed packaging check and also weigh the products." In addition to X-ray inspection, the solutions also incorporate a classic checkweigher, both of which are permanently integrated into the system.

"We also use density scanners to analyze the bread. The slice thickness is subsequently adjusted," Hagemann continues. Harry-Brot was particularly keen to minimize overfilling of its bakery products. Such a giveaway causes considerable additional costs. However, underfilling is just as problematic in the long term, as it undermines customer confidence and has a negative impact on brand perception – not to mention the fact that legal limits must always be adhered to. The quality of the products is and remains crucial. Harry-Brot and Wipotec agree on this. >>



Easy to see: The resulting image of an inspected toast bread pack



X-ray image of a pack of sliced bread with incorrect clip positioning

Special features in the application

Wipotec's X-ray systems perform numerous tasks at Harry-Brot. In addition to detecting foreign bodies, the scanners can also detect cracking of bakery products and can even check for holes. If a fermentation bubble has formed and the product is thus no longer suitable for sale, the X-ray system detects this defect and rejects the item concerned.

The inspection solution can also check the position of the clip, for example on wicketed bags. Is the seal in place and is the bag properly sealed? Wipotec systems offer complete solutions. >>



Sliced bread pack with incorrectly attached clip

/ Technology in hygienic design

– A class of its own

At Harry-Brot, we have always strived for excellence at every step of the production process. Starting with the raw materials, grain, meal and flour, through the actual baking process to packaging and sales – every step must be taken into account. “For this reason, we do not use any preservatives at all to extend shelf life,” Hagemann explains.

“Most of our products are manufactured under cleanroom conditions. We need machines that meet these standards.” Harry-Brot is therefore looking for safe systems that work very reliably and are also easy to clean. This is the major challenge in the food production process. “Wipotec enables us to carry out quality checks that go beyond the minimum legal requirements and fully meet our hygiene standards.” The X-ray systems not only have a high detection sensitivity, but also stand out thanks to their hygienic design. “This is ideal for bread and bakery products.”



The technology must be spot-on. Here at Harry-Brot, we look forward to the future side by side with Wipotec.

Jens Hagemann

Head of Plant Engineering Packaging and Supply Technology at Harry-Brot



The SC-W combination solution:
X-ray and weighing in a single system

Harry-Brot will rely on Wipotec's X-ray inspection systems again when developing new product lines. “Our collaboration continues to grow,” Hagemann confirms.

“Since the first systems were installed in 2011, a real basis of trust has been established.” Discussions are intensifying and Wipotec is developing specific features for bakery product inspection with Harry-Brot's specialists.

“We strongly believe that this partnership will continue to be an absolute win-win situation for both parties.” ▲

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