Q&A: Reiser

Reiser continues to develop its partnership with the UK industry

In this short question and answer session, Managing Director of Reiser UK Richard Watson talks about the philosophy of the business and reveals that 2019 is a landmark year in the company’s history.

Q. Over the last twenty six years Reiser UK has pretty much become a household name in the UK meat industry, supplying a variety of famous brands. What do you put the success of the business down to?

A. Well, one key factor is our relationships with our many suppliers and that gives us the control that we need in ensuring top quality equipment is available through our portfolio and push them to always be developing products for a changing demand.

Customers are reassured that we can meet delivery expectations, and of course, we offer a wide range of options and solutions to meet the growing needs of our customers too. We also back up our products with a state-of-the-art service structure. The other factor is our people and culture, ensuring that the customer is at the centre of everything we do.

Q. Tell us more about service?

A. We are always conscious that down time costs money. Sometimes big money. Reliability as well as quality is a key requirement when processing and producing meat and related products, we are acutely aware of that.

We can often deal with issues remotely from our dedicated service centre in Milton Keynes and our engineers are very experienced and fully trained in our product range. Of course, we also make field visits as required and offer very cost-effective service contracts which provide peace of mind, plus the reassurance that our unique expertise is on-hand to support our customers when they need it.

I have always believed we should offer in-between sales service rather than after sales service. That is why customers have partnered with us over the decades and continue to put their faith in us and the equipment and production solutions we offer.

Q. At what we all know are challenging times, it seems Reiser continues to expand. Can you outline what is happening?

A. It is a very exciting time for the company. We have moved into a new UK headquarters and customer centre in Milton Keynes and have significantly upgraded test kitchen facilities. We can work here with customers and our customers, and be a fully integrated part of their product development, testing and innovation.

We do not use the term partnering with customers lightly. For many of our customers we have a long standing strong relationship and see ourselves as a key part in helping our business progress using the latest equipment and techniques.

As a company with 60 years of experience on an international scale, we have the resources to bring ideas, techniques and real innovation to the table. Our customers success is our success and helps with a strong bond in moving forward, becoming more efficient and, of course, making sure the investment by our customers in Reiser equipment and machinery enjoys the very best pay back times.

Q. And finally how do you see the future of the UK meat industry and your part in it?

A. I suppose if it was easy everyone would be doing it! Seriously, we have great faith in our sector 97% of people eat meat and the fact we are making a very substantial investment in our resources to better serve the industry is, I believe, testament to our belief in the future. There are great opportunities out there and we are excited by the challenges and also excited at being part of a sector where so much has been achieved and is still being achieved every day, with more and more innovation.

We have a fantastic range of equipment and fantastic people to back it up. Our job is to help customers to do better and become more profitable and that is a task we at Reiser not only enjoy, but look forward to continuing.

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The Reiser Range

Processing Equipment:
- Vemag - Stuffers, grinders, formers, fillers, depositors, extruders, and coextruders
- Holac - Dicers, slicers, and cutting equipment
- Ross - Tenderizers, meat presses, slicers and BLC impingement tunnels
- Seydelmann - Bowl cutters and choppers, mixers, grinders, and mixing grinders

Packaging Equipment:
- VARIOVAC - Horizontal form/fill/seal packaging machines
- Ross - Tray sealers for case-ready and modified atmosphere packaging
- Supervac - Automatic vacuum chamber packaging machines

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Q&A: TOMRA

Meat Management meatmanagement.com

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Q: Can you tell us about TOMRA’s motto ‘Leaving the resource revolution’?

BG: This is the basic idea that drives all our business areas and inspires our extensive efforts in research and development. Global resources are limited, but the world’s population is growing steadily. We believe it is essential to use and process raw materials in this case meat – in the best possible way. The company was established in 1972 by two Norwegian brothers, Petter and Tore Plank, who developed the world’s first automatic bottle collection system. From there, we extended our business to sorting solutions for recycling and mining. Increasingly, we also received requests from the food industry. All our machines boost processing capacity and availability. For us, the resource revolution means cutting food waste while at the same time increasing profit, food quality and food safety.

Q: Can you give some examples of TOMRA’s range of applications for the meat industry?

CB: With our fat analyser we have developed an important piece of equipment that allows burger, sausage and salami manufacturers to optimise quality as well as minimise rejections and waste. For meat products it is important that fat content is under control as this leads to high levels of consistency for the production of minced meat, burgers, as well as cured or dried product. In addition, it ensures compliance with legal requirements regarding fat, moisture, protein and collagen in minced meat, burgers and sausages.

CB: Wooden breast is a problem to all primary and further poultry processors, and it is something that TOMRA has looked at intensively in order to develop a solution. Our in-line equipment and dedicated QVision software accurately grades chicken fillets into multiple grades by measuring the chemical composition of each fillet. The grades are determined by the customer and typically range from no presence of woody breast to a severe presence of the condition. This grading information is vital for processors to decide on the use of the chicken fillets for further processing.

BG: The TOMRA range of process analytics solutions uses Transflectance technology which was developed in-house and is based on conventional NIR spectroscopy. Transflectance was developed specially for the meat industry and is the only solution that can scan the product at high speed, covering full belt width and with deep product penetration. When these scan results are combined with the information from the integrated weighing component, real-time measurement of the entire product is possible.

The technology is not sensitive to product presentation e.g. ground, sliced, fresh or frozen meat, and enables very high accuracy and capacity.

CB: British consumers eat chicken twice a week, on average, and as a result Britain’s poultry sector is among the largest in Europe. This can lead to quality issues due to highly intensive farming. The TOMRA QV-P detects and grades chicken fillets in line according to muscle defects. It results in higher end-user quality, and enables accurate grading for further processing.

BG: Our solutions are extremely reliable and have low ownership costs, which also makes them attractive to small and medium-sized manufacturers. When a manufacturer does not have a fully automatic line, samples need to be taken to be analysed in a lab, and afterwards, the system has to be adjusted. Valuable product and time are wasted, and line capacity is affected. TOMRA in-line food analysis and process control keeps manual labour and sorting to a minimum.

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