



NEWS RELEASE

Fortress Technology (Europe) Ltd
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18 May 2010

ISRAELI BAKERY INCORPORATES FORTRESS PHANTOM METAL DETECTOR INTO COOKIE PRODUCTION LINE

Leading UK designer and manufacturer of high performance metal detection systems, Fortress Technology (tel: 01295 256266 or visit www.fortresstechnology.co.uk), was recently chosen to incorporate one of its renowned Phantom metal detectors into Israeli bakery, Papouchado.

Fortress's Israeli distributor, TMI Barak, with experience of more than 50 such installations in Israel in less than four years, was called upon to modernise a production line at the fourth-generation Papouchado family-run organisation, situated in Holon near Tel Aviv.

Following the decision to upgrade a line in the factory that was processing children's cookies, TMI Barak was charged with the task of incorporating a metal detector, together with a newly assimilated synchronised conveyor, within the old line. The challenge was to add the detector without making costly alterations to the existing set-up and avoid the need to build a new rejecting system, saving time, money and logistical headaches.

The new conveyor had to measure just 1300mm in length in order to fit in prior to the cooling section of the cookie line and to avoid interfering with the existing set-up. The distance between the conveyors also had to be minimal to allow the cookies to pass from one conveyor to the other.

After developing and testing the new conveyor, TMI Barak installed a 1000mm wide Fortress metal detector on the line, together with a 900mm wide rejecting system.

Barak Zeichner of Fortress distributor TMI Barak, comments: "Papouchado was first established as a family business in Greece 110 years ago and, until the installation of the Fortress metal detector, they had no other means of inspection, other than the human eye.

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He continued: “They came to TMI Barak because Michael Papouchado has bought from us before whilst working in another company and also received a recommendation from his former quality assurance manager.

“They chose the Fortress Phantom metal detector for its robust design, reliability, and ease of operation and maintenance.”

The Papouchado line runs at speeds of 20 metres per minute and each time the reject facility is activated a line of cookies falls into a stainless steel basin below.

Established in the UK since 1999, Fortress offers an extensive range of metal detectors to a variety of industries including food, pharmaceutical, lumber, plastics and textiles. As well as supplying a series of standard systems, the company is capable of building machines to suit non-standard applications.

Fortress is backed by skilled in-house design, technical and consultancy teams, a growing distributor network and pan European customer service and support. The company offers high quality spare parts, flexible warranty packages, training, product testing and rental units.

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