



ADVANTAGE

BAKERY TECHNOLOGY UPDATE

SPRING 1995

Mid-Size Frying System Makes Worldwide Debut

This spring, we proudly introduced the Moline InterFry 36E to the international market. From March 31 through April 6, we displayed our new mid-size frying system at IBA 95. Held in Düsseldorf, Germany, hundreds of vendors from all over the world participated in the event.

IBA 95 gave us the opportunity to show off the InterFry 36E's modular design. Interchangeable flight conveyors allow for easy conversion from cake donuts; to snacks like french fries and various ethnic foods; to bismarks, berliners, beignets, and yeast raised donuts.

The InterFry product line also includes an automatic depositor for cake donuts, a continuous proofer for yeast raised items and a full line of finishing equipment. This degree of flexibility in a smaller fryer is one of the advantages of the 36E that sets it apart from the competition.

Another major feature of the 36E is its industrial-type construction. The durable stainless steel design and engineering of Moline's large industrial frying systems has been incorporated into this more compact model. With

production rated at 600 dozen donuts per hour, mid-size bakeries and central commissaries now have the automation capabilities previously reserved for the wholesale baker.

The design of the 36E is international. Voltage can be specified to fit with varying international power sources. Components are metric system-designed. And, importantly, the InterFry meets the most rigid sanitation and safety requirements in the world.

Listings include BISSC, UL and CSA for

North America and the coveted CE Listing for the European Community.

Safety warnings and instructions



are communicated through pictograms specially designed to be understood by workers who read and speak languages other than English.

The smaller size of the InterFry 36 Series offers many other advantages. Although available in gas, its size is optimal for electric heating. While larger industrial frying systems operate most efficiently with gas heating, this is

In this issue

- 50th Anniversary
1995 marks Moline Machinery's 50th year in the business of bakery and food service equipment manufacturing. We'll share some anecdotes from the past, and discuss what Moline is up to these days.

- IBA 95
Moline showed off our InterFry 36E system at IBA 95 - in Düsseldorf, Germany. It was a fabulous experience, with thousands attending.

- Meet Customer Service Representatives
Find out a little more about two of the people that help answer your questions and meet your service requests in Moline's customer service department.

not a viable option for everyone. One of the major advantages offered by electric heating is that a very shallow kettle can be designed. This increases turnover of cooking oil resulting in enhanced product quality.

IBA 95 marked Moline's first European show. With many thousands of attendees viewing the 36E, it was an exciting debut for the new equipment before an international audience.

For further details on the InterFry 36 Series, please call our customer service department at 800-767-5734. We'll be happy to provide you with more information.



Celebrating 50 Years

In 1945, World War II was ending, television hadn't yet come into our homes, and Harry Moline started a bakery equipment company in Duluth, Minnesota.

Moline Machinery is celebrating its 50th anniversary in business this year, and the operation Harry started has grown into an international leader in the manufacture of commercial and industrial baking and food processing systems.

The company that started with 3 workers employs 96 today. Moline now has distributors worldwide - from the United States and

Mexico, to Europe, Japan and Australia. The equipment manufactured is as varied as small, in-store bakery-size spiral mixers to huge industrial systems for donuts, pizza dough, sweet rolls, bagels, tortillas and more.

After a 20 year stint with Pillsbury, Moline regained independent status several years ago. While the partnership with Pillsbury helped expand Moline's technology and international presence, diversification by Pillsbury created many competitive conflicts with Moline's core customer base. Explained Gary Moline, "To allow the business to

grow to its fullest potential, the decision was made, and Moline was bought back in 1991."

Much of Moline's success over the years can be attributed to innovation in their field. Back in the 1940's, Harry

production process. We still emphasize quality — quality of workmanship, quality of materials and quality of customer service. The best engineering and manufacturing techniques, from advanced computer-aided design

(CAD) to the craftsmanship of highly-skilled machinists, go into Moline products. And customer service assistance is available 24 hours a day.

The attention paid to detail shows. Moline industrial frying systems today offer the largest capacities available worldwide. The fully automated line is capable of generating 600 to 4,500

dozen fried cake donuts, sweet goods or yeast raised donuts per hour.

A full line of Moline make-up accessories are available: filling pumps, spreaders, spot depositors and dough plows, strip cutters, scrap removal units and torpedoes. And, of course, Moline produces today's nickel- or Teflon®-coated version of Harry Moline's rotary cutters along with guillotine and stamping cutters. Finishing equipment includes sugar coating tumblers, cooling conveyors and a flexible icer/glazer unit.

One of the great advantages of



Don Moline (left) and Harry Moline (right) at the ARBA Convention in 1954.

Moline was inspired to invent the original scrapless rotary cutter. The Moline Machinery logo today features a hexagon in tribute to the invention that began their success story.

The spirit of innovation continues today. Moline's exclusive air-ejection technology is well-known in the industry for virtually eliminating the problem of sweet dough sticking. Moline's rotary cutters are now widely recognized as the best in the industry.

What has remained the same during the last 50 years? The care Moline takes at each step of the development and

Meet Some Of Our Customer Service Team

Moline's systems is the versatility that is built into many of the units. Conversions from curled to yeast raised and sweet dough goods are accomplished quickly and easily.

Our dough processing line of sheeting systems for sweet doughs, table cut donuts, tortillas, pizza crusts and specialty breads offers sophisticated engineering combined with easy operation and durable construction.

A case in point: the Moline/Oshikiri dough sheet former with 500 and 1500 kg/hr capacities. This DSF provides uniform weight control of the dough sheet through user-friendly computer entry of critical dough properties. Our extrusion process is truly without stress; it is devoid of the tearing, shearing, cutting or piece stacking that can upset delicate gluten structure.

Moline's commercial line offers the same hardy construction and technology as the industrial systems,



Model 351 Bagel Mixer

but in a smaller package. Spiral mixers, sheeter/moulders, and production tables provide increased productivity and uniformity while eliminating costly hand production.

The careful construction and engineering that go into Moline systems is backed up by our bakery test area.

From answering questions about product lines to ordering parts and equipment, those in the service area of Moline Machinery play a crucial role. Here, meet a couple of the people who



Bonnie Schroeder-Palmi

exemplify what Moline customer service is all about.

Sales Administrator Bonnie Schroeder-Palmi has been with Moline Machinery for 25

years. As a part of the customer service team at Moline, Bonnie knows the importance of understanding the customer's needs. In many cases, the customer may not be able to describe the part or service they need in technical detail. Bonnie feels a key part of her job is to be able to communicate

with the customer in layman's terms, and then to get them what they're looking for in as timely a way as possible.

Ann Pavlatos is another long-time Moline employee; she has been with the company for 15 years. According to Ann, Moline Machinery really emphasizes prompt and courteous service. Those working in the customer service area need to quickly answer questions put forth by customers. What Ann most enjoys about her job is the people. She comments, "Everyone is nice and helpful. They work as a team to provide the best service possible."



Ann Pavlatos

Over 7,000 square feet of the plant is devoted to full-scale testing of equipment. Any potential problems or bugs can be worked out before delivery to customers. When questions do occur, Moline offers a 24-hour customer service phone number. At any time of the day or night, a Moline engineer can be contacted by our customers.

As for the future, Moline will

maintain its focus on industrial machinery for central bakeries and production facilities. Comments VP of Engineering Larry Meyer, "Certainly, technology will play an ever-increasing role at Moline, with an emphasis on automated systems and smart electronics." Moline will also continue to further expand into international markets (see the InterFry article in this issue for a recap of our participation in



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IBA 95 in Europe).

Harry Moline's legacy of hard work and success is being carried on today through his son, Don, President of Moline Machinery; grandson Gary, Vice President of Sales and Marketing; and Larry Meyer, Vice President of Engineering. Looking ahead, Don Moline says, "We plan to continue building on the proud tradition of Moline Machinery my father began 50 years ago."

Up Close and Personal

See Moline's automated industrial frying system and donut production for yourself! From makeup to proofing to frying to finishing, you'll get a close-up view of our system in action on this high quality video. Call Gary Moline today at (218) 624-5734 for your complimentary copy.

In the next issue of The Moline Advantage:

Moline Gas Frying Technology

Moline Machinery's gas frying system offers exclusive features not available from any other manufacturer. In the next edition, we'll show you the technology behind our gas frying system and what exactly makes it so unique.

24-Hour Technical Service Hotline
(218) 725-2090



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