

Machines you can count on

Weighing and sorting products is a vital, but sometimes overlooked, component of many businesses. As a leading manufacturer of weighing, packaging and sorting machinery, for the fruit and vegetable industry, Danish company Newtec A/S has expanded to over 40 countries with subsidiaries in Copenhagen, China and the UK. Newtec Managing Director Robin Mumford believes that their impressive growth is due to fundamental principles. As a privately owned family business, Newtec remains focused on solving people's problems, and making life easier for them by 'delivering high quality and making things work'.

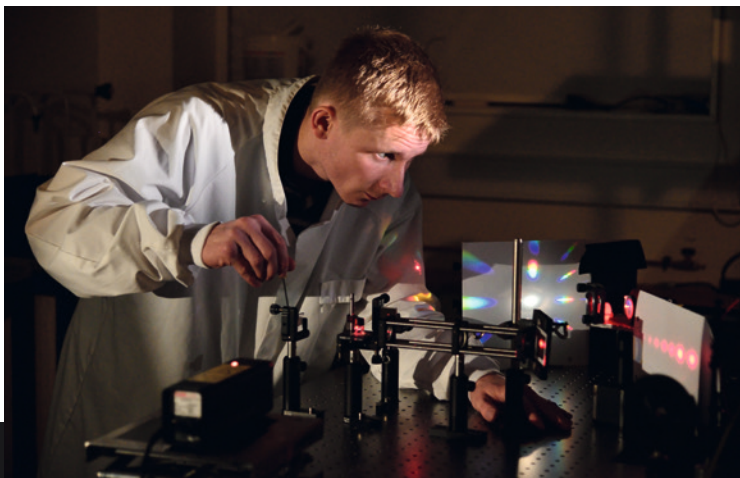
Newtec has an interesting history, and has enjoyed steady growth and development since it was founded by Inge and Gunnar Petersen in 1976. The company is based in H.C. Andersen's hometown of Odense, Denmark, and Gunnar Petersen is still the chairman of the board today. The company started when Mr. Petersen developed a machine for packaging carrots. Early Newtec machinery was capable of processing 20 portions per minute, but speed increases (120 portions per minute this year) are matched

by the company's focus on quality and innovation. For example, through its subsidiary company Qtechnology, Newtec is now industry leader in the field of optical sorting machines. The company has pioneered methods in hyper-spectral imaging to identify physical or bacterial contamination in food products, as well as sorting fruit and vegetables by various factors, such as ripeness, quality, size and shape. To date, Newtec has successfully installed over 15,000 machines worldwide. Newtec's core business

is automation in fresh food – consumer products such as fruit and vegetables with a focus on potatoes, carrots, onions and tomatoes. The latest machines that Newtec is working on are for putting products into cups, such as cherry tomatoes. There are always fresh challenges, such as the convenience market, or rapidly increasing labour costs in California. Each Newtec product is uniquely designed, yet flexible enough to be handled by 'a machine that can't see'. "What really motivates me is that very few com-

panies have so much potential and capability to bloom. We have a solid financial basis, and strong competencies, which gives a strong feeling that things can explode in a positive way," says Mr. Mumford.

In terms of future plans, there is no shortage for Newtec – from finding new customers, and making them happy by optimizing their production, to developing the extensive talents of its staff. Additionally, significant investment in research and development is always a prior-

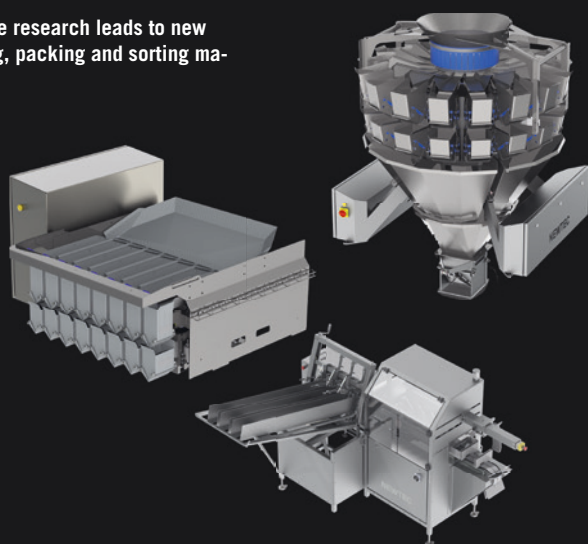


Home to innovation: Newtec's in-house laboratory



Newtec is present at international trade fairs like the Fruit Logistica

Extensive research leads to new weighing, packing and sorting machines



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ity for the company, especially for its internal laboratories. Working closely with a team of national and international researchers, scientists and PhD students is a key factor for keeping the company at the cutting edge of the industry. This is essential in an age of rapid, constant change – advancements in material sciences, nanotechnology, next generation optics or artificial intelligence (AI) can potentially transform the industry overnight. As a premium brand, Newtec focuses on building successful

long-term relationships with its customers. The company's products are not the cheapest on the market, but it is fast and reliable. It also has an excellent reputation in the industry – which is generally conservative, so 'word of mouth' is of key importance. Its products will be shown at over 20 trade fairs each year, such as Fruit Logistica (Berlin, 7 to 9 February 2018), the PMA show (New Orleans USA, 19 to 21 October 2017) and Asia Fruit Logistica (Hong Kong 6 to 8 September 2017). Future trends are hard to

predict, but convenience is a growth area, and flexibility is also vital. Fundamental principles remain important. "After five years the price of a product is forgotten, and the vital factor is how well the machine actually works," argues Mr. Mumford.

With the best sales it has ever had this year, Newtec is growing all the time. This creates new challenges, as it is one of many manufacturers in a huge production line. Solution partners such as C-Pack, Daumar, Gillenkirch Engineering&Sales

GmbH, H-Tech cz s.r.o., JASA Packaging Systems and Saclark Srl. are of key importance in Newtec's impressive success story. As a company with a very strong and loyal group of employees, Newtec are renowned for creating top-quality machines that can be counted on by a huge number of satisfied customers, as Newtec continues to expand into fresh markets. "We have the determination to go further than other companies," sums up Mr. Mumford. ■



Weighing, packing and sorting machinery is the core competence



The company is headquartered in Odense, Denmark