

CASE STUDY

Enterprise Foods



IQF pork bangers

Labor-intensive packing of pork sausages has been replaced by smart packing on a Marel Multihead Weigher. As a result Enterprise Foods have been able to reduce the staff by 14 people.

Enterprise Foods is one of South Africa's largest and most well-known food producers. With brands like Renown, Prima and Enterprise, you cannot walk into a South African food store without seeing one of their many products. "Being a market leader also means that consumers look to us for new convenience products," says Senior Production Manager at the Continental Pork Sausage & Salami division of Enterprise Foods, Andries Erasmus and continues: "One of the things that we wanted to introduce to the marketplace was IQF pork sausages. This allowed us to also come up with new ways of presenting and packing the pork bangers, as we call them here in South Africa."

Marel Multihead Weigher ensures flexibility

Enterprise Foods deliver their pork bangers to three main customer groups: the catering supermarkets, the local discount market and the upper tier retail supermarkets.

"Some customers are quite sensitive. The bangers need to have the right look and the same "bite" as they are used to," Andries explains. "Many also still want fresh and not frozen sausages but we are trying to get them to choose frozen products as we can produce these more efficiently because of less giveaway."

With the Marel Multihead Weigher in place, Enterprise Foods have the flexibility to still manually pack fresh sausages and at the same time try to increase sales and production of the IQF sausages.

Zip lock-bags for heightened convenience

The IQF pork bangers now come, among others, in a 1 kg pack with a zip lock. "Customers want to be able to see the bangers when they are at the food counter. This is why we have designed a bag with a see through window. We are confident that the customers will gradually buy more and more IQF products and therefore we spend a lot of time and effort in designing new packaging."

Easy to use – easy to maintain

For Andries Erasmus it has also been decisive factors that the Multihead Weigher is very cleaner friendly, that it can be operated without extensive training and that the after sales service is good.

"From our previous experiences with Marel's service team here in South Africa we know that they will do their very best to provide service when we need it and that is extremely important to us," Andries concludes.



Technical specifications

Machine type	Marel 5414-2L-AD Multihead Weigher. This weighing machine has 14 weighing hoppers and can release a portion with a volume of 2 litres in one drop.
Surface of the product zone	Stainless steel - AISI 304 WITH 7GM surface.
Surface of not product zone	Glass-blown stainless steel - AISI 304.
Powered	The weigher itself does not use compressed air. All moving parts are electrically driven with step-motors and advanced DC voltage vibration technology AFA.
Operation	Touch display with various languages depending on location.
Products	Uncooked IQF sausages and trays containing the sausages.
Product dimensions	Length: 100-110 mm. Diameter: Ø28 mm. Weight: 62.5 g. (Depending on the application up to Ø120 mm for the 2 litre machine series)
Product temperatures	Frozen -14 to -20°C.
Portion sizes	500 g, 1000 g, 2000 g, 3000 g, and 4000 g bags. (Depending on the application the 2 litre series can go from 25 g up to 50 kg with intelligent multidrop)
Capacities	The capacity of the line is up to 50 portions/min (PPM) with 500 portions. (Depending on the application the 5414-2L-AD can produce up a speed of 120PPM)
Product infeed	The product is transported on a Z-Conveyor directly from a spiral freezer to a feeding vibrator witch delivers the product to the centre of the multihead weigher.
Product delivery	Into a vertically form filling machine.
Packaging	Various bags formed by a vertically form filling machine.
Packaging presentation	Automatic.
Ambient temperature	15 °C. (The machine itself can work in environments down to 0°C)

