

CASE STUDY

Fatland / I-Cut 55



“More customers are shopping in the discount stores and in order to deliver to them you need to be able to cut fixed weight very accurately.”

-Svein Fatland, Owner and Production Manager

Perfect portions with I-Cut 55

Norwegian meat producer Fatland needed a machine to cut fixed weight steaks and pork chops. The company conducted tests on a number of different portioning machines and came away with a clear answer: the I-Cut 55 from Marel is the most accurate portion cutter on the market.

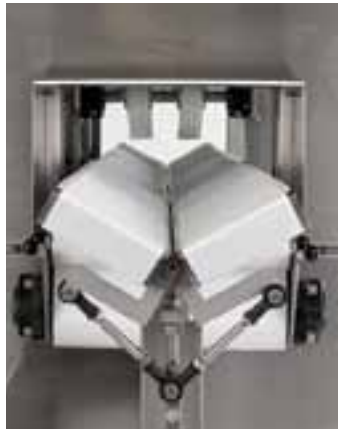
Every Friday, Norwegian consumers can find the “Happy Weekend” offer in their local KIWI retail supermarket. The approximately 250,000 tray packs needed for this end-of-the-week offer are all cut on an I-Cut 55 from Marel.

Owner and Production Manager Svein Fatland explains, “The market for fixed weight portions is growing in Norway, primarily as a result of a change in consumer behaviour. Due to the financial crisis, more and more customers are shopping in the discount stores and in order to be able to meet the increasing demand, you need to be able to cut fixed weight – very accurately”.





Scanning of the meat prior to cutting enhances accuracy



V-belt prevents product movement during cutting



Co-owner and Technical Manager, Inge Fatland

Test showed remarkable results

After having tried out other portioning machines, Fatland decided to test the I-Cut 55.

“After the test, we could see that the I-Cut 55 was consistently accurate on the portions. And after having run it in production for some time now, we can see that the payback is going to be even faster than what we were aiming for because of the superb yields we are getting,” says co-owner and Technical Manager Inge Fatland.

The I-Cut 55 principle

The I-Cut 55 produces accurate portions by means of its genuine 3-D vision system, which provides 360° scanning of the product, thereby avoiding unseen areas and shadow effects. Adjustable V-belts and product holders reduce movement during the cutting process, ensuring precise, consistent portions and optimal yield.



After sales service is crucial

It is not only the accuracy and yield that have to be spot on. After-sales service is also of the highest importance to any food processing company – and Fatland is no exception.

“The I-Cut 55 is a mission critical piece of equipment for us. If it breaks down, we need to have service technicians readily available. Marel Food Systems’ setup, with their own service organization in place here in Norway, gives us the peace of mind we are looking for,” Inge Fatland concludes.