

FRESHPACK NEWSLETTER

HERBERT


HERBERTS ON DISPLAY IN HANNOVER

On display on the Herbert stand were the Herbert Oculus and Herbert GF2 box filler, which, together with videos being run on a number of machines, attracted many visitors to the stand.

European sales manager, Adrian Head, says: "We had a steady flow of good enquires over the two days with visitors from many continents, from China and central Asia to South America and Australia, coming to view Herbert equipment and to discuss plans for this and next year for potential Herbert solutions."

"It was a great mix of visitors," adds Herbert's Mark Verschuren, "which resulted in several general enquires, potential new agents and distributors and a very encouraging level of interest in Herbert equipment." And, as Glen Burt notes, the Oculus on display proved a real

The Herbert team are just returning from PotatoEurope 2014, which this year attracted 220 exhibitors from 13 countries and around 10,000 visitors from more than 60 countries.

show stopper giving passers by a chance to see why the Herbert 'built stronger to last longer' slogan means what it says.

To everyone who came to see us, thank you and we look forward to talking to you again!



Successful Sponge Drier now with optional crop clearing feature



Several Herbert sponge driers have been installed at freshpack plants in Britain and Europe – and with excellent results both in terms of removing surface moisture and minimising maintenance.

Herbert's sponge roller drier uses sponge discs or felt rollers to absorb moisture from potatoes and other crops after washing and an optional pintle de-watering roller. A soft start system prevents premature wear of the drive

system and there is a simple single chain drive mechanism and a catchment tank for waste water.

A new manual or automatic produce clearing system is also available as an optional extra, this speeds up the process of clearing produce once the system is turned off, for instance when changing variety. Drier options include brush rollers for the removal of loose stones.

Centurion finish galvanised for the future



Herbert Engineering has introduced a new protective finish for the electric Centurion vertical eject box tipper. The hot dipped galvanised option adds another dimension alongside the Centurion's standard mild steel or hot zinc sprayed and painted finish.

Hot dipped galvanising ensures the machinery achieves enhanced hygiene levels and protection against rusting compared to its already durable painted finish.

Marketing manager, Simon Cleere, said: "Galvanising offers customers peace of mind for the future. Whilst durable, painted machinery can deteriorate through wear and tear, with paint loss occasionally causing contamination of produce if it is not regularly maintained."



More info

It's new: the De-stoner and Barrel Washer



More info



New welded on tail construction



Floating debris removal system

Herbert's new specification Integrated De-stoner and Barrel Washer gives an excellent, high quality finish to root vegetables, improving the appearance of the crop, whilst efficiently removing unwanted material.

It incorporates a host of excellent new features all designed to create a system that delivers improved quality products through better, more efficient cleaning and stone removal, lower running costs, simple operation and easier maintenance and cleaning.

These include a new welded on tail end construction with easy manway access to the roller and bearings. In addition, access to the base of the de-stoner has been greatly improved, the main frame design has been simplified and there is a new, highly accurate water level sensor to optimise the removal of any floating debris.



Blooming with Herbert



Kevin Haynes, Taylor's horticultural manger

O A Taylor & Sons (Bulbs) Ltd of Holbeach, Lincolnshire, are suppliers of bulbs to nurseries, garden centres and landscapers. They farm 317 acres of daffodils as well as 1,860 acres of other crops include vegetables, cereals, potatoes and sugar beet.

"We can get heavy clods and sometimes large volumes of soil, which will materially affect the yield, so efficient grading is absolutely vital, particularly as our season is so short and speed and accuracy are everything.

With over 3,000 tonnes of bulbs passing through their yard and a very short and busy season for daffodil bulbs, Taylors were in need of a high performance, quick and reliable grading system for removing soil and debris from the crop, prior to hand picking from an inspection table - so they came to Herbert.

"Before Herbert installed our new grader, volumes for a productive season would be 700 tonnes. Now during the six week window between mid June and July, in excess of 3,000 is possible."

The grader is also designed to fit in a very confined space, where Taylors also have a bespoke Herbert High Wall soil elevator to remove waste soil from the process.

O A Taylor and Sons horticultural manager Kevin Haynes, commented:

Big step for Joosten



The new Joosten line installed

Joosten is a family business from North Limburg in the Netherlands, which, for many years, has focused on farming and freshpack.

The company has just invested in a new washing line, built, supplied and installed by Herbert, which has increased throughput as well as the quality of the crop and shelf life.

William Joosten said: "It was a big step for us to look for a new washing line. Our specific requirement was to be able to produce the best quality carrots. Herbert Engineering listened to our wishes and everything was arranged even down to the

smallest detail. "Dismantling the old system and installing the new line took only a few days, so our customers experienced practically no interruption."

Joosten's aim is quality carrots for satisfied customers in terms of sweet taste, quality and freshness. They grow all sizes of carrots, with care taken right from before sowing, through careful variety and plot selection, to careful harvesting methods.

William Joosten continues: "With Herbert, we found a partner with whom we can move forward for many years."



William Joosten

Most northerly Oculus!



The family business of Matinollin Peruna Oy is a professional potato producer from Tyrnävä, northern Finland. The fine, sandy soil of the area provides perfect growing conditions for potatoes and they produce and pack 11 varieties of high quality potatoes for consumers in Finland and surrounding countries, mainly Russia.

They were one of the first growers and packers to have a Herbert Oculus optical grader installed. The Oculus has proved to be a great addition to their production line, giving them immediate

results, reducing their labour costs and improving throughput and quality, with much better identification and removal of greens and crops suffering from rot and harvest damage.

"We have built up a real rapport with Jari Matinolli and his team," says Herbert's European sales manager, Mark Verschuren. "They were instrumental in helping us appoint our new distributor for the region, Arttu Pisiä at Konekanta Oy, who are based in Yppäri, and this installation in particular has led to several enquiries and sales visits."

Make mine lime



Take life with a grain of salt, a slice of lime and a shot of tequila...

Limes are big business in Mexico and the southern states of the USA and the first Herbert Oculus optical grader to be used for sorting limes has been supplied by Herbert's US distributor, Exeter Engineering, to a specialist producer in Texas with several growers and packers located in Mexico. Here, Persian limes needed to be sorted into three grades, from Grade 1, dark green

in colour, without major scarring or rot, to Grade 3, rejected material suffering from surface defects, rot and mould.

Herbert has worked with Exeter and the customer to make the necessary modifications for handling limes and sorting in line with the customer's requirements.

Early tests have proved very encouraging with up to 95% efficiency in sorting.

Shining a light on Wisbech



Team Herbert was well represented at the red carpet gala night to celebrate the opening of the new Light Cinema in Wisbech, Cambs, close to Herbert's head office.

The Light Cinema aims to provide a unique entertainment experience in a friendly relaxed environment. The gala night was hosted by the Light Cinema in conjunction with Rotary Clubs from Wisbech, March and Downham Market. Herbert chairman, Rod Herbert, who is a leading light of the

Wisbech Rotary, rallied the troops to support the charity fundraising event, which marketing director Jo Herbert helped to organise, and a large contingent from Herbert attended the event.

Over £4000 was raised with proceeds from the ticket sales going to the Rotary charity, while a raffle raised more than £700 for the East Anglian Air Ambulance.

The guests enjoyed a screening of X-Men: Days of Future Past.

HERBERT

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