

GREENVALE SET HERBERT CHALLENGES

Herbert produce unique innovations to meet Greenvale's tough demands



How can fresh packers maintain their position in the UK potato market? A recent interview with Greenvale AP revealed that pushing the boundaries of technology and increasing performance demands was one key way in which to continually meet demands of their customers.

It was the encouragement by their customer Sainsbury to innovate for better solutions that prompted them to contact Herbert Engineering, a company that have now delivered technology built to Greenvales exacting specifications for over 12 years.

Greenvale presented the challenge to provide higher output and other new concepts to improve efficiencies. The two organisations worked closely together to deliver a new intake grading line which is split into five key areas resulting in faster unloading, improved cleaning and destoning, greater flexibility of sizing using multi screens and Accupack (infra-red) grading (up to nine sizes at any one time) and fully automated box handling. The result is that it is now capable of doing exactly what is needed.

According to David Baxter, General Manager for Greenvale AP, Market Drayton "We set regular challenges to Herbert Engineering that really push innovation and technology for gentle handling of potatoes to ensure we provide the very best quality produce to our retailers. We wouldn't have approached another engineering company to set these kind of engineering demands and tight deadlines and ended up with a totally new machine in such a short timescale and been so pleased with the results".

He further comments "One of the main changes that Greenvale has noticed is that they now have a highly efficient and calm working environment where output has significantly increased with controlled grading giving exceptional throughput of 20-28tph. Working conditions have also improved and a new simple user friendly interface is located in a central cab located in the middle of the system giving excellent viewing of the production area".

Jo Herbert, Marketing Manager for Herbert Engineering states that "there have been a number of significant changes that have taken place in potato fresh packing some of these have had a dramatic impact on their machinery design. These include: labour costs and ongoing requirements for pension provisions; manual lifting regulations being enforced; litigation risk becoming more prevalent with the onset of increased claims for repetitive strain injuries; environmental constraints; more training to ensure staff competence and safety; and a reduction in staff numbers"

In 1989 Herbert Engineering were Greenvale's first choice for potato handling systems, now in 2004 Greenvale choose the same partner. David Austin from Herbert's sums it up: "As a company we have moved with the industry and our customers, driving technology changes together and incorporating the forward approach we have to research and development at Herberts. We are proud to be the preferred partner of potato handling systems for a major fresh pack supplier line Greenvale fifteen years on."

DETECTORVATOR

Integral Metal Detecting Elevator

For Herberts identifying customer requirements is always a key factor, this was evident in a recent project which enabled a plastic recycling company to safely achieve extra throughput.

Following an initial site visit to understand the problem, a purpose built unit with integral metal detector proved to be the best solution. The design offers very low maintenance and improved sealing stops spillage and helps to provide a safer cleaner working area.

The Detectorvator gives the customer a lower total cost of ownership. Significant interest has been shown by a number of industries for this type of application.

For further information, contact Andy Dowe at adowe@rjherbert.co.uk



SHOW REPORTS

InterPom and LAMMA

Herbert's enjoyed a busy three days at InterPom, Belgium in December where we demonstrated the Pick and Place robot, Wyma Vege-Polisher (Potato, Carrot & Parsnip polishing machine) and New Autosort 1300ML (electronic grading for medium to large potatoes). The show was extremely busy and despite the recent conservative potato prices across Europe there was still positive feedback on development of the industry. This was reiterated at the recent LAMMA show, Newark on 19-20 January where a high level of interest was shown in grading, box filling and bulk loading systems.

We will also be exhibiting this year at:

- SIMA
- BPC 2005
- Potato Emmeloord 05



BOX OR BULK STORAGE? WE HAVE A SOLUTION!

Contractor/Grader

GF2 Box Filler

Extendo Store Loader



High capacity cleaning and mobile grading featuring cleaner interchange for greater flexibility in heavy and wet conditions.

Fast and efficient filling of bulk boxes featuring automatic self adjusting probe system capable of transferring up to 50 tonnes per hour.

High volume bulk store loading with gentle drops, automatic slew and "safe down" dipping system.

USED EQUIPMENT

Range of Refurb Programmes

An increasing requirement of our business is to offer quality used equipment to all sectors. Our refurbishing programme ensures a second hand machine is fully overhauled and resprayed and leaves the factory looking and more importantly operating like a new machine.

Alternatively a "bought as seen" or basic checkover service can be offered to keep the initial cost low. A wide range of machinery is always available at prices to suit your individual needs.

See our website for the most up to date list of used equipment.

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