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Know the Limits of Your Equipment

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By John Unrein

Bakery equipment plays an increasingly vital role in the success of your bakery operation. Knowing the limits of your existing equipment – someday, assuredly – can make or break the success of your operation.

Kirk Rossberg of Torrance Bakery, Torrance, California, which is celebrating 40 years in business this year, knows this lesson all too well. When his family-owned bakery opened just prior to Thanksgiving in 1984, their oven broke down, which could have ended their days in business before even getting much off the ground. But their oven manufacturer stepped in and saved the day.

Stories like these are countless in the retail industry. It takes a village – bakers and equipment – to make the ultimate goal of developing a consistent and steady business flow happen.

“Our specialists love to be on the floor helping customers maximize the ability of our equipment. We urge retail bakers to come and run their product at our Reiser Customer Center and to work with our bakery specialists,” says John McIsaac, vice president of strategic business development, Reiser, Canton, Massachusetts. “Together, we’ll develop solutions to optimize your product and maximize your production. Reiser is unique in that we have a dozen bakery specialists on staff to help integrate our machines into our customer’s operation smoothly.”

Versatile solutions

There’s no more important factor than understanding what equipment you need, how to maintain it, and when to replace it.

“It is important for bakers to procure equipment that fits today’s needs and tomorrow’s,” explains McIsaac at Reiser. “Many of our customers make multiple products. We aim to provide versatile equipment that allows the baker to portion all of today’s products and tomorrow’s potential products.”

For example, Reiser’s Vemag HP1B series fits the smaller baker’s need in this regard. An array of attachments allows the baker to easily portion doughs, batters, and fillings to produce all types of breads, cookies, muffins, pies, cakes, gluten-free products, and more, he points out.

“Our Vemag 500B machine handles stiff cookie doughs with inclusions, pie doughs, pizza dough – all on the same machine. A change of the Vemag’s attachment allows the same machine to sheet brownie or cookie dough with a great pan fill – without the labor, he explains. “Many of our

customers add attachments to their Vemag as they grow their business. They come to our Customer Center and try new products, and simply add the attachment to go into production."

The complete article can be found at Know the limits of your equipment | Bake Magazine