

iba from 16 to 21 September in Munich 2012

## **Mitsubishi Electric brings automation to baking technology and optimises production efficiency**

Ratingen/Munich, 14th of September 2012

**This year, for the first time, Mitsubishi Electric – a long-term baking technology partner – will have its own stand at the iba trade fair to be held in Munich from 16-21 September 2012. The company will be presenting its comprehensive range of automation components for bakeries on stand 135 in hall B4. The highlight of the stand will be an interactive live application with real time-controlled overhead SCARA robot for decorating cakes.**

Mitsubishi Electric offers a wide range of products and services for the baking industry ranging from the automation of simple inverter-controlled dough mixing applications that can improve Overall Equipment Effectiveness (OEE) by means of a patented algorithm, to robot technology for increasing production. Production, energy and quality data can be communicated continuously without any problems using the MES-IT interface module. In order to do this, production data and test results are recorded during each stage of production, from individual processes to whole production operations, and transferred in real time directly to higher-level systems.

Mitsubishi Electric robot technology can also help to reduce energy consumption. “Compared with a typical spider robot, if overhead robots are operated continuously – 24 hours a day, 7 days a week – you can save up to around a third on your energy bills”, explains Jan-Philipp Liersch, Product Manager Robots at Mitsubishi Electric.

On its stand at the iba trade fair, Mitsubishi Electric will be demonstrating an interactive robot application where visitors to the stand will be able to decorate a

virtual cake by themselves using an iPad. The decoration data is recorded using the iPad and sent to a PC, a laser scanner controlled via the PC, and then scans the cake contours. That information is then transmitted to the robot control system. “We use the real-time robot control system ensure that the delivery pump, which is driven by a Mitsubishi Electric servomotor, is fully synchronised with the robot, as a result, clean and clear decorations can be applied to various food products”, explains Jan-Philipp Liersch. “This special application enables us to demonstrate the versatility and flexibility of our overhead SCARA robots for baking applications.”

More and more bakeries are making the decision to modernise their production facilities in view of the increasing pressure on prices in the bakery market due to stiffer competition, mainly from discounters, and the rising costs of ingredients. Mitsubishi Electric believe that by making processes more efficient, cost savings can be made which in turn means that profit margins for bakeries can be optimised on the one hand while helping them to remain competitive on the other. As a leading automation supplier to Food & Beverage industries Mitsubishi Electric provide automation technology for modernising production facilities based on the latest developments so that advanced production can be flexible and future-proof.

Mitsubishi Electric has gained many years of experience in developing solutions for various branches of industry. “We have a wealth of experience to call upon when working on applications for the baking industry with a view to optimising productivity and flexibility and reducing production and energy costs”, explains Stefan Knauf, Corporate Account Manager Food & Beverage, CPG at Mitsubishi Electric. Demands made on technologies within this sector are particularly high on account of the wide variety of possible variations within manufacturing processes and product requirements. “iba gives us an excellent opportunity to discuss the needs and services with to the expert manufactures from this important industry..”

The iba trade fair is aimed at trade visitors and decision-makers from the baking and confectionery trade, the bread and bakery goods sector, the restaurant trade and catering companies. The event has been held every 3 years since it first started back in 1949. It provides an international platform for showcasing the comprehensive range of products available on the market to visitors.

*Mitsubishi Electric stand: Hall B4, Stand 135*



**Photo caption:** Mitsubishi Electric offers a wide range of products and services for the baking industry ranging from the automation of simple inverter-controlled dough mixing applications through to complex control systems and robot technology for increasing production.

#### **About Mitsubishi Electric:**

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 117.000 employees the company recorded consolidated group sales of 36,3 billion Euro\* in the fiscal year ended March 31, 2012.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

*\*Exchange rate 109,56 Yen = 1 Euro, Stand 31.3.2012 (Source: Deutsche Bundesbank)*

**Further Information:**

[www.mitsubishi-automation.com](http://www.mitsubishi-automation.com)

[www.mitsubishielectric.com](http://www.mitsubishielectric.com)

**Mitsubishi Electric Europe B.V.**

Factory Automation European Business Group

**Monika Torkel**

Marketing Communications Coordinator

Gothaer Str. 8

40880 Ratingen, Germany

Tel.: +49 (0)2102 486-2150

Fax: +49 (0)2102 486-7170

[Monika.Torkel@meg.mee.com](mailto:Monika.Torkel@meg.mee.com)

**PR agency:**

**DMA Europa Ltd.**

**Mr. Roland Renshaw**

2nd Floor, Snuff Mill Warehouse

Park Lane, Bewdley.

Worcestershire. DY12 2EL, UK

Tel.: +44 (0)1299 405454

Fax: +44 (0)1299 403092

[roland@dmaeuropa.com](mailto:roland@dmaeuropa.com)

[www.dmaeuropa.com](http://www.dmaeuropa.com)