

## Case Study 549

### Spiral Cooler

### Cake loaves



#### THE CUSTOMER

Pladis is the global snacking company behind well-loved brand McVitie's. The new upgrade was installed at the company's Cake Bakery in Halifax, where household favourites such as McVitie's Jamaica Ginger cake and McVitie's Hobnob Chocolate Flapjacks are baked.

#### THE REQUIREMENT

As part of a production upgrade programme, the bakery sought to replace its 20metre air tunnel for a state-of-the-art cooling system. Accurate temperature control was a key factor in the cooling project for McVities, it was essential the new cooling equipment could operate consistently at exact temperatures to enable the firm to achieve optimum product quality results.

#### THE SOLUTION

The custom-built Helix spiral cooler for Pladis was specifically designed and moulded into existing processes of the factory, enabling the site to further enhance the quality of its cakes through precise temperature reduction. The baked cakes are conveyed directly from the oven to the automated spiral cooling system for optimum temperature reduction, then transferred to the wrapping line to be packaged and distributed.

#### SAMUEL WELCH, STARFROST:

"We're proud to be working in partnership with one of the leading snacking companies and we couldn't be more satisfied with the results. The Helix spiral features horizontal airflow and variable velocity to suit each product within the McVitie's cake range, controlled by a recipe selector using our simple touch screen HMI, this ensures optimal cooling performance and minimal energy consumption."

#### David Frayling, Area Engineering Manager at Pladis's site in Halifax:

"With the new compact Starfrost cooling system we were able to upgrade previous system and create space to implement a complete new line within our bakery, without compromising our output capacity. The number one benefit we have gained from the Helix spiral cooler is repeatable, improved product quality - a result of the consistent temperature airflow. The spiral cooler also removes excess moisture from the loaves, to help improve shelf life."

