

WP Bakery Group



Flex your muscle. Every bakery wants improved efficiencies, consistent product quality and a better bottom line. Achieve these goals with WP Bakery Group's flexible production lines and modules!

Flexible Mixing Systems, Make-up Lines, Ovens and Loading Options

Modular make-up lines help you profit.

- **Many products**—focaccia, ciabatta, baguettes, pan breads, pointed ends, blunt ends—**one machine**
- **Accurate dough weights** every time
- **Open crumb structure**, no scrap dough

PIMP my bakery! People, Ingredients, Machines and Process (PIMP) are crucial to automating bread production, and our dedication to these key factors sets WP Bakery Group apart when it comes to automating artisan breads.

Machine is 25 percent of the equation.

We understand that the machine is only 25 percent of the equation, so we don't just sell machines. We start by learning about the ins and outs of your bakery. We record your SKUs, your volume and what you want to make in the future. We learn about your ingredients, flour, temperature, pre-ferments and formulas, and we investigate how you control your process.

We examine your existing equipment—upstream and downstream—to make sure it's compatible with your targets, and we get to know the people on the production floor to identify their skills, leadership and mindset.



Crustica produces 3,000 pieces/hour



WP Matador oven and automatic loader

IBIE 2010—Be there! Our booth is a 2,700 sq. ft. production bakery and features our customers as guest speakers as they run the equipment and talk about their challenges and experiences. Learn first-hand from someone who's been there and is doing it! **IBIE, Las Vegas, Sept. 26-29, 2010, Booth #5930.** ■

WP BAKERYGROUP

 Kemper

 Haton

 Werner & Pfleiderer

COMPANY PROFILE

WP Bakery Group combines the premier brands of Werner & Pfleiderer, Kemper and Haton to supply complete turnkey solutions. Each factory focuses on core competencies in a bakery—mixing, bread and roll make-up, proofing, ovens and cooling. Experts in “think process,” our consultants work with you to understand where you are and where you want to be. Our flexible designs give you the power to produce a wide variety of products when your market changes.

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