

# STECK help launch Blueberry Products...

A NEW DIMENSION IN PRECISION DEPOSITING

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**Production Director, Jonathan Zair, Blueberry Foods**

**B**lueberry Foods (A division of Samworth Brothers) in a new purpose built desserts factory launched new products for a major retailer in 2008. Steck Depositors were called in to consult and solve some of the depositing applications for the new factory.

The result was a purpose designed and built, mini loaf cake semi automatic injection line for depositing and injecting chocolate, lemon and jam sauces into three places into loaf cakes which were carried in a standard baking tray containing 48 cakes thus giving a total of 144 injections. Given the launch dates of the products, delivery time and operation of the equipment from day one was of prime importance. Although multi head injection systems were relatively new to Steck both criteria were achieved successfully along with extremely competitive pricing all of which gained praise from Production Director Jonathan Zair, who comments;

'After consultation with various suppliers, we felt that the Steck system offered us the most effective solution in terms of price and design simplicity. We were impressed by the way Steck tackled the brief; from concept to design to product trials and final commissioning all of which were achieved in a very short space of time to enable us to meet our product launch deadlines. Having proved that they can meet

exacting requirements we will continue to work with Steck on other future depositing projects'

The equipment comprised; two Steck Dimension depositors fitted with high pressure rotary valves feeding two heavy duty pin-less rise and fall nozzles to which an injection distribution plate was mounted. Each distribution plate carried 24 capsules containing three injection needles each and both plates together covered the dimensions of a baking tray. A semi automatic, fully guarded, baking tray line allowed for manual loading of baking trays. When moved into the depositing, injection area, the depositors automatically deposited and injected the product into all 48 cakes in one operation. Once a tray of cakes had been injected with product the next tray into the depositing area pushed the deposited tray into the out-feed section ready for manual loading into racks.

In addition to the injection line Steck also supplied 2 Dimension transfer pumps for pumping Cheesecake batters and are currently working with Blueberry Foods on other development projects.

