



Case Study

HAMBURGER GIANT BEEFS UP ITS METAL DETECTION

US food producer, White Castle, was a hamburger pioneer, long before MacDonalds or Burger King. The company's distinctive 2½ inch square, 100% beef hamburger on a square bun is distributed through White Castle retail outlets and is so popular that, in 1997, sales exceeded 500 million burgers.

One of the keys to White Castle's success is commitment to absolute product purity and the company is reinforcing that policy by installing a Loma Systems IQ metal detector on a new fully-automatic packing line in its plant in Orleans, Indiana. The plant has used Loma Systems metal detectors since it opened in 1996, but the company believes the new Loma Systems IQ represents a major advance.

According to maintenance supervisor, Tony McGraw, the Loma Systems IQ outperforms other metal detectors in three key areas, "Sensitivity, easy adjustment and easy washdown. Over the next two years, we plan to replace all our existing metal detectors with the Loma Systems IQ units". The Loma-IQ's performance is well suited to White Castle's policy absolute product purity.



It is 25% more sensitive than any previous Loma Systems model and the Performance Validation System ensures that the metal detector is operating at optimum efficiency at all times. Its rugged stainless steel construction means that it can withstand the aggressive, high-pressure washdown favoured by White Castle.
