



CASE STUDY

Loma helps Persis achieve quality inspection

Persis Ltd is a family-run business devoted to bringing the finest quality baklava to the continent. The company recently chose Loma Systems, the world leader in the design and manufacture of inspection systems, to help maintain its high food safety standards in production.

Baklava is a decadent desert made with layers of filo pastry, crushed nuts (almond, cashew, pistachio, walnuts) and honey. The company creates and bakes authentic baklava and Middle Eastern pastries that have high nutritional values as well as great flavours.

Persis have built up a great reputation and are renowned throughout the UK for creating authentic and great tasting baklava. The company based in Wembley in London serves many of the finest London hotels, restaurants and European wholesalers.

Baklava was once relegated to the very rich in the Middle East, it is now popular throughout the World. With an increase in international trade, the ingredients have become much more affordable and baklava is more commonly found today and continues to grow in popularity.

Persis manufactures over three tones of Baklava a week, which is prepared in its dedicated site. The company has a strict HACCP policy and prides itself on maintaining the highest product standard. As part of its ongoing commitment to quality control the company is currently working towards their BRC accreditation.

Nasim Frazer, Production Manager at Persis Ltd comments, "We want to provide the highest quality standards both in the products we make and the production hall. As we work towards our BRC accreditation we also want the local councils to identify us as a benchmark to other food processors in the area".

Each pastry is handmade and then placed on large metal trays to be cut into smaller individual portions then placed on metal racks and put into the oven to bake. They are then left to cool before being packed into various sized boxes and cartons, prior to being distributed out to customers.

Persis identified that the runners on the metal racks were slowly being worn down by the metal trays constantly being transferred on and off the racks. This was causing minute metal filings from the runners to fall into the trays of baklava below. To eliminate this from happening, Persis knew they needed an end of line inspection system to match its own quality and reputation so contacted Loma Systems for advice.

Reza Hashemy, Managing Director of Persis explains, “We contacted Loma because we knew we wanted to inspect every product before it left our site. We were delighted with their representative who explained all the details and solutions available on the market, he really knew the inspection industry and this filled us with complete confidence”.

Persis purchased an award winning Loma IQ³ Metal Detector conveyor, which offers better sensitivity and stability and is more future proof than anything else currently on the market.

The Loma IQ³ metal detector benefits from cutting edge ‘Variable Frequency’ technology which was recently recognised for its innovation by the Food Processing Awards. This feature allows the operator to auto-select the correct frequency for maximum contaminant sensitivity. This was key to Persis as their production line inspects a number of different flavours baklava’s every day.

The IQ³ has sophisticated electronics to enable the inventive ‘Automatic Product Learn system’ to calibrate and automatically learn the characteristics and settings for up to 100 different products. The machine is designed for tough wash down cleaning specification and meets the IP69K environment standard.

The unit includes a Performance Validation System, which automatically prompts the operator to test performance at pre-set intervals according to HACCP (Hazard Analysis Critical Control Point) principles. This produces a detailed record of any contaminants found, leaving a detailed audit trail, which is crucial to meet BRC standards.

Nazim Frazer continues, “The IQ³ has exceeded our expectation, it is really easy to use and has given us total peace of mind that our products are free from any metal contaminants. We wanted to rule out every possibility of metal in our products so we chose the best technology available. We are really pleased with our Loma IQ³ metal detector and we would recommend this machine to other food processors”.



The machine meets all current retail specification which is ideal as Persis plan to move into the retail market.

Loma is a world leader in the manufacture of in-line inspection equipment. With a comprehensive range of Metal Detectors, Checkweighers and X-ray systems, Loma is committed to providing the most efficient and cost-effective solutions for all food product inspection requirements.

For more information on Loma's safety inspection solutions please visit www.loma.com.

