



**NEWS RELEASE**  
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## **LOMA SLICES GINSTERS' COSTS**

Ginsters, part of the Samworth Brothers business, is one of the UK's leading manufacturers of pies, pasties and sausage rolls. Based in Cornwall, they produce 150 million units per year and have a multi-million pound turnover.

As a major player in the chilled convenience food market, quality is paramount. In the production of their chilled foods, temperature control is essential, so Ginsters called upon Loma Scientific for the provision of one of Loma's non-invasive temperature management systems and their expertise in food temperature measurement. By April 2006 they had the advanced Celsius system installed and covering three lines.

Celsius is the first of its kind, offering accurate and non-destructive temperature measurements for a wide variety of chilled and frozen products. The system measures the equilibrium temperature of the product, importantly not missing any hot or cold spots for greater quality assurance, with results in only five seconds. This produces more consistent and accurate readings because the temperature measurement is not reliant on the positioning of a probe.

Richard Midgley, Quality Assurance Manager for Ginsters explained, “Prior to the installation of the Celsius machine, Ginsters were destructively probing a product every 30 minutes from each line. This equated to 70,000 products a year, and resulted in considerable wastage and expense both in terms of the product itself and the probes required to take temperature readings. With the Celsius system, products do not need to be thrown away after testing, and there is no requirement to outlay for replacement probes, resulting in significant savings, with the added benefit of an improvement in the efficiency of quality assurance procedures.

“The Celsius machine is simple to operate and eradicates the risk of operator error as readings are stored automatically. Since installation the Celsius machine has tested over 10,000 products – all of which can be returned to the line after testing, meaning we have benefited from an excellent return on investment.”

By eliminating the need for probes, the risk of operator error and product wastage, it was clear that Celsius could provide a cost-effective and practical solution to Ginsters’ temperature control requirements.

Richard Midgley continues: “The installation of the system has allowed Ginsters to streamline production as we can now accurately calculate the final temperature of the product after it has been packaged. We now have the ability to trend products, as every temperature is recorded both by line and by product. We have encountered absolutely no problems with the Celsius system, and we are looking to purchase more machines in the near future.”

**ENDS**