



## **NEWS RELEASE**

### **Witwood uses Loma to ensure product integrity**

May 08

Witwood Food Products has chosen Loma Systems, a world leader in the design and manufacture of food inspection systems, to supply the latest IQ<sup>3</sup> metal detection systems to maintain the safety of its products and enhance the speed of its production lines.

Witwood Food Products, the market leader in the development and supply of innovative food coatings, including such coatings as batter and bread crumbs for chilled food and frozen food companies worldwide, has installed the IQ<sup>3</sup> metal detector at its site in Banbury, Oxfordshire. The company has a global presence and reputation through subsidiaries in Australia, South East Asia and a strategic alliance in the USA. This allows the company to monitor, and cater for, trends in Asian, Australian and American food. Excellent safety and quality control is key to maintaining Witwood's reputation as a key supplier to a wide range of customers.

The installation of the IQ<sup>3</sup> metal detector covers a key business need as Dave Black, Engineering Manager for Witwood's Banbury facility, explained: "As a food ingredient manufacturer we need to ensure strict compliance, both for safety and for giving a comprehensive paper trail for audit purposes. We need to ensure product integrity, and metal detection is something we always use to closely monitor it. The IQ<sup>3</sup> gives a reliable final check on products being dispatched from the production line."

Witwood have used a number of Loma machines in the past, including the previous IQ<sup>2</sup> metal detection units, and already have two other IQ<sup>3</sup> machines.

Dave Black continues: “We have used various different companies in the past, but we like Loma because of the reliability of the equipment. We have historically used Loma products and they have given us a good service in the past – so it was a natural progression to move on to the IQ<sup>3</sup> model.”

The IQ<sup>3</sup> metal detector uses a 32-bit microprocessor, which results in faster data processing and uses the innovative Automatic Product Learn system to calibrate and automatically learn the characteristics and settings for up to 100 different products. It also has an innovative Variable Frequency system, to allow the operator to automatically find the ideal frequency for the type of product being inspected. “Using the Loma IQ<sup>3</sup> metal detector system has noticeably improved line efficiency,” commented Dave Black. “The machine is self-learning, so it is very straightforward to operate and maintain in a busy and time-sensitive environment.”

The IQ<sup>3</sup>'s bright control panel is very simple to use and is designed to be used in multi-language environments. The machine includes a Performance Validation System, automatically prompting the operator to test performance at pre-set intervals according to HACCP (Hazard Analysis Critical Control Point) principles, and producing a detailed record of any contaminants found. Added to this the IQ<sup>3</sup> uses an industry standard OPC system (Object Linking and Embedding for Process Control), allowing operations managers to easily integrate the equipment in factory data capture networks.

There have been other benefits for Witwood too. As well as being simple to use and maintain the IQ<sup>3</sup> metal detector is well suited to the rigorous environment of a modern food processing production line. “The machines are easy and straightforward to keep clean. There aren't too many nooks and crannies so it's very easy to keep the surfaces hygienic,” added Dave Black.

A track record of reliability, usability and suitability to the lines at Witwood is evident in the repeat orders for Loma machines. “The fact we keep ordering them shows that we are very pleased with our previous experiences and we are keen to continue using Loma machines as part of our production and quality control operations.”

## Ends

### Notes to editors:

Loma Systems is a leading global supplier of metal detection, checkweighing, X-ray inspection, temperature measurement and management information systems that help manufacturers in keeping food safe. Loma is an international operation with direct manufacturing, sales and service bases in the UK, USA, Canada, South America, China, the Netherlands, Germany, France, Czech Republic and Poland. Loma has a reputation for robust and reliable machines that are designed to survive even the harshest of environments.

[www.loma.com](http://www.loma.com)

*For press enquiries please contact:*

*PR Division, Binsted Group*

*Attwood House, Mansfield Park, Four Marks, Alton, Hampshire GU34 5PZ*

*Telephone: 01420 568910*

*Fax: 01420 568919*

*Email: [pr@binstedgroup.com](mailto:pr@binstedgroup.com)*

*For reader enquiries please contact:*

*Loma Systems, Southwood, Farnborough, Hampshire GU14 0NY*

*Telephone: 01252 893300 Fax: 01252 513322*

*Web: [www.loma.com](http://www.loma.com)*

