



## METAL DETECTION IS AN INSPECTION DELIGHT FOR THIS RAPID GROWTH FOOD BRAND

Hazer Baba is a Turkey-based food and beverage company. Over the years, the company has become the most well-known Turkish brand in more than 40 countries, producing the majority of all Turkish delight exports in the world. They currently supply leading global retailers such as Fortnum & Mason.

The company has been able to commercially grow and meet today's high standards of food safety, whilst preserving the original taste of Turkish delight. In addition to manufacturing Turkish delight, Hazer Baba also produces and exports instant fruit teas (in powder form), halva assortments in fancy gift boxes, high-end Turkish coffee and black tea blends, and luxury candy chestnuts.

### Challenges for Hazer Baba

Using an older generation Loma metal detector, when Hazer Baba saw rapid manufacturing growth, the inspection equipment needed to handle increased production volumes and different products beyond Turkish delight.

### The Opportunity

With this growth, the company decided to invest heavily in their production capabilities, upscaling to new and more extensive facilities, including upgrading their Critical Control Point (CCP) of inspection systems. This was important, being one of the few companies in Turkey to hold both ISO 9001:2015 and 22000:2005 quality certificates, as well as being BRC accredited.

Having previously worked with Loma, they requested the latest metal detection solution, with built-in reject, capable of the best inspection standards across their multiple production lines.



Loma's IQ3 Metal Detector

### Hazer Baba Facts:

- Hazer Baba dates back to 1888
- Over 200 secret recipes
- Sold in over 40 countries

### LOMA Solution

- IQ3 Metal Detector Conveyor
- IP66 Rated

## The Solution

To maintain inspection excellence, LOMA recommended their IQ3 Metal Detector Conveyor designed to inspect both packaged and loose products, thereby achieving the highest levels of compliance. Featuring Auto-Learn, the system delivers excellent detection of metal contaminants for more line uptime than ever before.

The IQ3 system can detect ferrous and non-ferrous metals as well as stainless steels, in fresh and frozen products - either unwrapped or wrapped, even in metallized films, delivering inspection flexibility.

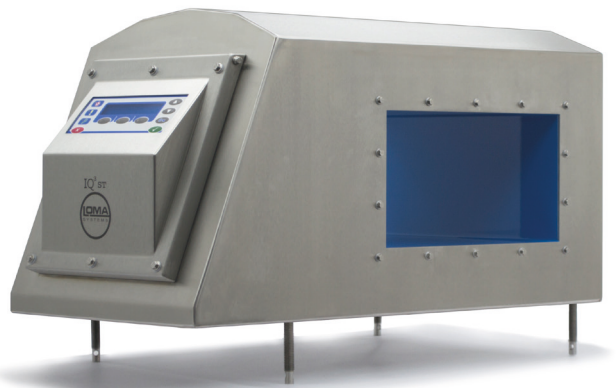


*“In supplying quality retailers worldwide, our brand is world-leading with quality and safety top of our agenda in all we do, with us being one of the few Turkish businesses with both ISO 9001:2015 and 22000:2005 quality certificates.*

*“We have worked hard to establish an excellent reputation, and the installation of our new inspection system has enabled us to further protect our expanding business with improved detection.*

*“LOMA's product quality and service puts them aside. The systems are so reliable, easy to use and the service team did an amazing job installing and training the teams on how to use. We've worked with LOMA before and once again, we are not disappointed.”*

**Ms Ayse Saglam**  
Export Manager  
Hazer Baba



The Loma IQ3 Dual Line Metal Detector Head

## Hazer Baba's Experience of the IQ3 Metal Detector Conveyor

### Design Benefits:

- Excellent detection of metal contaminants, even when packaging includes metallized-film.
- IP66 for safe cleaning.
- Dual-Line screen and keypad display with simplified operation.
- Auto-Learn functionality for quick product set-up.

### Production Efficiencies:

- Increases OEE enabling adherence to stringent quality certifications.
- Variable frequency technology provides best detection properties.
- Stores multiple product credentials, increasing speed of product changeovers.
- Easy to use for problem-free inspection.