

salva news



TRENDS.
URBAN
ENTREPRENEURS.
OREAMA Bakery

NEW
PRODUCTS.
WHY YOU SHOULD CHOOSE AN
ELECTRIC OVEN.
By Arturo Blanco

A SUCCESS STORY.
ORIGO BAKERY.
Origin bakery in Mexico.



salva

Welcome,



I would like to take this opportunity to set out a few lines conveying my thoughts and wishes for this new year, which I am sure will be better than the last one.

The year that changed our lives forever has come to an end. We could never have imagined that something like the Corona Virus would happen, but it did. Despite the ongoing uncertainty, we are now starting to see the light at the end of the tunnel, and we will be able to get back to normal life before too long. That is my wish, and I am sure it is yours too.

This is the first time I have had the opportunity to share my feelings and ideas about the industry with you, but I'm sure it won't be the last. Over the last year, all companies have had to face changes, make decisions in order to continue working as normally as possible, and in some cases, delay any non-urgent investment. We have made the most of all the resources at our disposal, ensuring we can face this improving situation with full reassurance. Better times are now not so far away, as we are seeing with new businesses opening and with orders to renew equipment arriving at Salva every day. It is a pity that we will not be able to meet up on the dates scheduled for this year's Intersicop fair, where we would have been able to chat, listen to your product requirements, and in short, keep tabs on the industry.

It is a pity that we will not be able to meet up on the dates scheduled for this year's Intersicop fair, where we would have been able to chat, listen to your product requirements, and, in short, keep tabs on the industry. Over the course of this year we will undoubtedly have the opportunity to meet in some other way, as has become so fashionable in recent months. You may have noticed that we have opted for training via webinars with Arturo Blanco, the selector for Los Espigas team, and indeed we will continue with our ongoing commitment to training, as we believe that a trained sector is a strong sector with a solid future. Throughout the year, we will keep you up-to-date with all the latest news, product launches and everything we consider to be of interest; all with a view to helping the sector to develop.

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My very best wishes, and I hope to see you soon.

Igor Llordés
Chair of the Board of Directors
Head of Process Development and Customer and Technical Support Teams

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Trending in the media

ARTISAN PATISSERIE



55 YEARS OF SERVICE AND STILL GOING STRONG.

We have recently seen the quality in the design and manufacture of Salva equipment for ourselves. On a visit to one of our customers, Dulces El Avión, we had the opportunity to see an R1022 oven manufactured around 1965 that is still running today. It has been in operation for 55 years, and is still the lungs of the business! We are delighted and extremely proud of the quality demonstrated by Salva equipment.

CATERING & HOSPITALITY



"GOODIES", LEBANESE FOOD IN SALVA OVENS.

Goodies, a Lebanese food restaurant in Jeddah (Saudi Arabia), counts on Salva to revamp its bread and pastry production facilities. Lebanese food is widely accepted throughout the Middle East, which is why this restaurant has been in operation for more than 30 years, alongside its grocery store. Goodies is a facility consisting of a Kwik-co oven tower, a Modular oven tower and a Sirocco rotary oven that are a new source of pride for the restaurant.

RETAIL

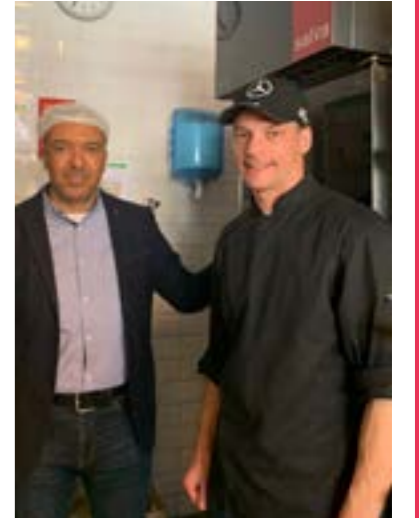


HARRIS FARM MARKET.

New Salva Industrial facility at Harris Farm Market in Australia. Our equipment has been installed in this supermarket chain through our Australian partner in the Vanrooy area. Harris Farm Market is a supermarket chain focused on quality, sustainability and local producers. We can now enjoy this spectacular bakery thanks to the joint work of Salva and Vanrooy.



ARTISAN BAKERY



"UN DIMANCHE À PARIS"

It is no secret that French food and cakes are internationally renowned. From this tradition, "Un Dimanche à Paris" was born in Dubai in order to, in the words of its founder, Pierre Cluizel, "share small moments of happiness which allow us to discover, to savour, to learn, to laugh, to feel, to appreciate, to take time...".



Why you should choose an electric oven

by Arturo Blanco



Photo. Salva's ELECSOL oven.



Photo. Salva's MODULAR BREAD oven.

A poorly sized oven can mean more baking hours, which will reduce our production capacity and increase our costs.

Mistakes in sizing the oven are very common when planning the equipment required for a bakery. We are often too quick to look at the price of the oven rather than making sure it is properly sized for our production needs.

A poorly sized oven can mean more hours of baking, which will lower our productivity and increase our cost. I have completed a number of studies showing that correctly sizing the equipment ensures it pays for itself much faster.

Let us now consider electric ovens. Here I will focus more on their practicality and daily use rather than on technical and consumption aspects, as my colleagues at Salva will give you full technical details on energy consumption.

Let us now consider electric ovens. Here I will focus more on their practicality and daily use rather than on technical and consumption aspects, as my colleagues at Salva will give you full technical details on energy consumption. The first advantage of electric oven combustion ovens is that since they are not run by gas, they are less problematic. For example, there is no chance of explosions, which although extremely uncommon, does happen with gas ovens. The second benefit in the range of Elecsol and Modular models that we will discuss today is their versatility.

ELECSOL OVEN

We can produce bespoke design in terms of width, depth, and height levels. The chambers can be used independently, so we can have one chamber connected in the afternoon in order to bake bread without consuming more than we need. The Elecsol Oven allows us to manage baking by controlling the top and bottom sections, as well as the mouth, independently. We can also increase the intensity in the top section when baking small pieces, or invert it for large pieces, and we do not lose any heat in the mouth of the oven; thus ensuring consistency of product and increased productivity by making full use of the entire surface of the oven.

Conserving heat is another important aspect. In this oven we don't have to think about whether it will work non-stop all day, or will need to rest at some point. It does everything you ask of it without any drop in performance, guaranteeing productivity and lowering energy consumption.

The quality, quantity and distribution of the heating elements ensure consistency for the pieces when they enter the oven, thus ensuring they will be baked correctly. Indeed it must be a good oven when so many leading colleagues in the industry have it and are happy with it (Javi Moreno, Jordi Morera, Pan Delirio, etc).

MODULAR OVEN

The Modular Oven has very similar characteristics to the Elecsol in terms of its benefits, size options, reaction of the pieces in the oven, regularity, productivity, etc. It is ideal for anybody wishing to start off with a smaller oven to produce a new range of artisan breads, and perfect for those wishing to put the finishing touches to bread in a store or at a sales point, as it takes up very little space.

Temperature retention and the reaction of the bread in this type of oven are both spectacular.

We can install a smaller model initially, and upgrade it by adding modules as if it were a game of Tetris, so it adapts perfectly to needs at any time

CONCLUSIONS

It is easy to write about these two types of ovens, as quality and versatility will always ensure good results.

But I want to insist that one of the most important things when deciding on which type of oven, and especially what size, is to keep in mind that ovens have a very long service life. Not indeed you will have all had, and seen, ovens passed on from one generation to another, so it is vital not to think only about what the oven costs and go with a smaller option to make savings, as we will only end up paying the price in terms of productivity.

In fact the cost is truly ridiculous if we spread it over the oven's service life, and yet we still have the perception that an oven costs a lot of money. Like almost everything in life, good things always come cheap.

Eduardo Villar, President of CEOPPAN

"We have signed educational and technological agreements to improve bakery training"

The new President of the Spanish Confederation of Bread, Cake and Pastry Organisations believes that "we must consolidate the future for bakeries".

Last October, Eduardo Villar was elected new President of the Spanish Confederation of Bread, Cake and Pastry Organisations (CEOPPAN), taking over from Andreu Llargués.

With extensive experience in the sector, Villar has travelled the world to study different types of baking, including destinations such as Barcelona, Switzerland, Germany, Ireland, Italy, Belgium, Croatia, England and Portugal. The journey helped him, he says, "to learn and discover perspectives unknown to him".

Villar has based his candidacy around his professional experience, and as President

will focus on three core aspects: research, dissemination and training. Backed by 81 percent of the votes, he hopes his term will help unify the bakery sector, increase its levels of professionalism, and attract the attention of young people.

Villar starts by stating that the bakery sector needs "qualified people", and that nowadays not just anybody can "be a baker". "The sector needs people who have knowledge of different types of flour, the production process, and the different types of kneads," says the new President. Villar also highlights collaboration with technology centres: "We have to create healthy, appealing food; as bakers we are only able to disseminate it, so we need to

Villar's term will be based on three core areas: research, dissemination and training.

be accompanied by technology centres that can accredit the materials and the production processes." "Bakeries are evolving towards specialised signature bakeries," he says. Another aspect that worries Villar is the dissemination of breadmaking, stating that bakers have always been "obsolete and hidden away between four walls". "We need to come out into the limelight,



just as chefs have done," he says. "We must disseminate our knowledge, and that is why we have joined forces with companies such as Salva Industrial, as they are similarly committed to the evolution of machinery and bakers," he continues. "We have to be clear that bakers can only evolve if accompanied by an evolution in raw materials and machines, and Salva is making great innovations," he concludes. Finally, Villar stresses the need for training: "I'm an advocate for teaching... there are many different processes, and you have to learn from all of them." He believes that the sector needs new "qualified labour", otherwise bakeries will become obsolete due to a lack of up-and-coming talent. "Industry concepts are evolving... now bakers are coming in with a different mindset, as they see that bread can be a business," says the President of CEOPPAN. "What we are witnessing today has never happened before in Spain, with the sector moving increasingly towards signature bakeries," he concludes.

We must disseminate our knowledge, and that is why we have joined forces with companies such as Salva Industrial, as they are similarly committed to the evolution of machinery and bakers"

Like all sectors, bakeries have also evolved in recent years due to the financial crisis of 2008. Villar –no stranger to the socio-economic context– believes that bakers have never been "as well trained" as today. "The crisis has brought profiles into the bakery

sector that are totally different from the traditional baker," he begins. "This situation is opening up new horizons, moving towards professionally trained bakers who are producing carefully prepared, healthy items," he concludes. Villar believes that raw material, knowledge and machinery "are key to success" for artisan bakers.

"Customers are becoming ever more discerning, and now demand high-quality, healthy products," says the President of CEOPPAN. "If we continue to work our way up, the bakery sector will be as competitive as other parts of the food industry," Villar predicts. "We are highly devoted, and I believe bakers will reach the position they deserve in the food sector," he concludes.



Origo Bakery

Origin bakery

with a clear vision

The main goal of this bakery, located in Morelia (Mexico), is to return to the origins of food. It is the representation of the effort that has gone into improving food culture in Mexico.

When you start a business, the principles and values that define the brand give meaning to everything that surrounds the project, and help make it a coherent, motivating and purposeful reality.

Origo means origin in Latin, and this bakery located in Morelia (Mexico) looks, above all, to return to the origins of food. It is the representation of the effort that has gone into improving food culture in Mexico, says Pietro Lembo, Director General of Origo Group.

It is a bakery of origin, which means it returns to the beginnings of food and flavours in the search for high-quality, seasonal raw materials, with a focus on locally sourced ingredients and

labour, while also providing training for people from the state of Michoacán.

At Origo, we want to offer healthy food through an artisan production process without any additives, giving each product the time to develop its own flavours, benefits and nutrients. All bread is made fresh every day using our own sourdough.

Pietro Lembo says that "when planning the business, both product quality and also standing out from other bakeries in Morelia were key aspects, meaning raw material and equipment were hugely important.





“I set about finding the best flour on the market, the best butter, the best chocolate, and of course, the best production equipment, travelling through France and Spain in search of the best comprehensive solution I could find, in other words a single supplier for everything, meeting the highest quality standards at all times.”

“So I travelled through France and Spain in search of one single supplier who could provide the best flour on the market, along with the best butter, chocolate, and of course, the best production equipment. I also sought an attractive design for the bakery, since the idea was always that the bakery would be an open space where everyone could see the work area.”

“On my trip to France and Spain,” Pietro continues, “I was able to see several items of equipment in action, and it was surprising to see the results according to the type of oven, or the type of kneader, and how every detail had a big impact on the end product. My idea was to collect as much information as possible in order to make the best decision and bring all of this knowledge back to Mexico, to make the best quality bread.”

At one point I came across a baker using Salva Industrial equipment, and I saw that it met the standards I was looking for, so I contacted them and they showed me their wide range of products as well as their factory. I also saw more bakeries with their equipment and spoke with other bakers and business owners who also gave Salva a glowing reference. I was convinced: we were 100% sure that Salva would accompany us and provide the optimal solution.”

Pietro concludes, “Apart from this pre-sales support, once we bought the equipment, Salva made sure everything worked perfectly. They sent technicians from Spain to Mexico, as well as bakery consultants to ensure it was all working to the required quality standards.”

The result of all of this work is a successful bakery, a benchmark in Morelia.

A winning combination that comes from great planning and the personal character that Pietro Lembo puts into every detail of his business, no matter how small, and which his customers appreciate and value.



The "Baker's asthma"

Who said being a baker was easy? One of the few negative things about the baking profession, and one that is very much in the news these days, is "baker's asthma".

Bakers, as with other professions, have historically been overlooked in terms of occupational safety, and today you can find many in the sector who, after working for years in environments with airborne flour particles, are suffering from this disease.

According to specialist studies by the National Institute for Safety and Hygiene at Work, part of the Spanish Ministry of Employment and Social Security, "baker's asthma" is an occupational disease that affects between 7% and 15% of people who breathe in flour dust while working.

Since the danger of this disease lies in working in conditions laden with flour dust, the main measures to prevent the risk of "baker's asthma" are all those that make it more difficult for these particles to be incorporated into the working environment. The best preventive approaches are therefore to establish work practices that produce as little dust as possible.

With the aim of raising awareness around occupational safety in the bakery sector, below we have set out a series of measures that Salva has collected from manuals and publications on preventing risks at work. Salva wishes to publish these measures for you, our customers, encouraging you to follow them and help ensure this disease is eradicated from our industry.

The most important preventive measures are as follows:

1. **Keep the work environment clean of airborne gases and dust** through suitable ventilation and extraction systems running at regular intervals.
2. **Follow all hygiene, health and safety rules** when handling food and work equipment. Bakers must wear work clothes suitable for their tasks, such as: gowns, aprons, trousers, white caps, as well as safety footwear with non-slip soles.
3. **It is advisable for companies to have a washroom** equipped with a shower and washbasin with hot and cold water, which allows workers to wash and change clothes at the end of the working day. Work clothes should never be mixed with street clothes, in order to avoid cross-contamination.
4. **Use filling sleeves** to pour flour into the dough kneader when unloading from large containers (silos). The sleeve cover collects the dust produced by the flour falling into the kneader, preventing it from being discharged into the environment.
5. **Use kneading machines with a complete cover** to make it difficult to discharge flour dust, although it is safer if they are fitted with localised suction in the rim. When starting the kneading operation, machine speed should be low in order to keep airborne dust levels down.
6. **Be attentive and responsible** when flouring manually, striving to generate as little dust as possible while working. It is advisable to use instruments that allow the flour to be distributed carefully during these operations. However, the best way to reduce these emissions is, as with the kneaders, by using a local



extraction system attached to the workbench.

7. **Use FFP2 self-filtering masks** (personal protection equipment (PPE)) for particles whenever the work situation so requires, but always bearing in mind that this should be a temporary solution.

8. **Avoid any visible build-up of deposited flour.** Accumulated dust should be removed by vacuuming or wet cleaning, in order to avoid any dispersion of dust into the air.

9. **Seal and cover** all flour sacks and containers.

10. **Keep the stock of raw materials** at the work station (bakery) to a minimum. Only the flour to be used at any given time should be kept close by, leaving the rest in a sealed sack or in a suitable place for this purpose.

11. **Always work using wet processes**, so water is poured into the equipment before adding the flour, and not the other way round.

12. **Guarantee regular monitoring of workers' health** through mandatory initial and regular medical examinations. So, having listed the different measures we can take to avoid airborne flour, how can Salva help you, professionals in the sector?

We can do this in several ways, but the most appropriate, and the one we firmly believe in, is to collaborate by developing machines that meet current safety measures, such as including covers that prevent airborne flour in bakeries.

To this end, at Salva we develop and market kneaders, both with arms and in spiral format, and planetary blenders with transparent plastic hoods that prevent airborne flour in bakeries. These machines come with a range of work speeds in order to prevent any sudden movements at the start from discharging flour into the air, which would be harmful for the user. We firmly believe in user safety, which is why our machines are developed to comply rigorously with all safety measures, especially if we can eliminate professional diseases among our customers in the long term.

Current legislation:
Act 31/1995, of 8th November, on Occupational Safety (State Journal 10.11.1995) and its subsequent amendments.
Royal Decree 39/1997, of 17th January. Occupational Safety Services Regulation (State Journal 31.1.1997) and its subsequent amendments.
Royal Decree 486/1997, of 14th April. Minimum provisions on health and safety at work (State Journal 23.4.1997).
Royal Decree 1215/1997, of 18th July. Minimum provisions on health and safety requirements in the use of equipment by workers (State Journal 7.8.1997).



Bakery ORE AMA

They opened their doors just six months ago, and in this short time Ander and Joseba have become a benchmark of entrepreneurship in the world of artisan bakeries.

A year and a half ago, Ander and Joseba would never have imagined undertaking such a challenge. The two brothers university degrees led them to work in banking, but after a few years they felt they were missing something of their own, something viable and creative, and this would ultimately bring them to leave their comfort zone and set up what is known today as Oreama. A family project with very clear ideas and a focus on quality, impregnated with vitality and affection in everything they do. All of this permeates their bakery in Lasarte (Guipuzcoa),

Ander tells us, "Our project started at home, we two brothers had always said that we would like to set up something on our own, which led to our aita (Basque for father), based on his knowledge of this sector, suggesting that we should look into the option of setting up a traditional bakery. We knew a little about the industry but not a lot, and after visiting and seeing different options, we saw that it could be viable. And here we are, working hard."



"We decided to put our trust in Salva as it offers us quality, reliability, technology, design and good technical service when required."

Their business opened just six months ago, but their knowledge of the sector and their bakery training have been very intense.

Joseba tells us, "It is a sector that we believe will evolve little by little, it was a little stuck in the rut of producing the same product over and over, and we think this is not what customers want... they want high-quality, healthy products with plenty of variety. Artisan products prepared with care, without haste and without skipping the necessary steps. That is why we believe small bakeries will continue to grow, although we cannot be so sure about the others."

The business

What they do have is a clear idea of the ingredients that today's successful bakeries must have. "The first thing is keenness, as you have to put in long hours and respect all the processes without skipping any... ensure you have high-

quality raw materials, and give the customer reassurance in the product; this is something we believe has become lost.

We believe we are offering something different", continues Ander, "something that customers in Lasarte wanted but did not have, namely highly artisan, healthy bread and a wide range of products, always following the right process to ensure the tastiest product possible.

We now also have the open work area, where customers can see what we do at any time and interact with us.

We believe this gives peace of mind, and the customer likes it. The whole process can be seen from outside, everything is right there in plain sight.

The importance of machinery

Furthermore, Ander and Joseba believe that "machinery is a key aspect, which is why we opted for leading-quality equipment, bearing in mind that it is running for many hours a day and many days a year; Further, if you use poor quality machines, you can have breakdowns, stoppages, etc., causing frustration and preventing you from working properly. That's why we decided to count on Salva for our bakery."

Some machines are essential in every artisan bakery. "We want a fermenter that lets us sleep a little longer, keeping the dough in optimal conditions during the process, bearing in mind that the bread is inside the chamber for many hours and we need very specific temperatures and humidity, so the parameters have to be very precise."

"In terms of the oven, we need power to ensure the dough rises, along with steam for the score, colour, etc., and to



keep the heat inside as much as possible.

It must also load quickly, and, of course, run continuously as it is a key part of the bakery."

"Having ovens like the ones we have nowadays, with so many functions and alternatives, gives us an infinite number of variants, in order to bake each piece exactly how it requires. I really don't know how bakers managed before, they must have had a hard time, it's incredible."

What they were looking for from the machine manufacturer for their business is very clear:

"Quality, reliability, technology, design and good technical service when required. That's why the brother's chose Salva, as we believe it meets all of them."

The customer

"It is essential to ask and listen to customers, as they are the ones who buy what you're selling." We believe the number of artisan bakeries will grow, since customers are interested in quality products, and bakeries such as ours will enjoy widespread acceptance in the near future. The customer who comes to their bakery "is a customer who gives value to a product that is on the table with every meal, who likes bread, who wants a very healthy product, with the reassurance that comes from buying at a store that is close and accessible; we are pleasantly surprised that young people are big consumers of our product". The breads most demanded by customers are the txapata, seed bread, rye/spelta, wholemeal spelt and even the traditional loaf, which must also be prepared with care, which is why we use the same process as for the rest of the bread.

The future

In spite of their youth, the Recondo brothers have no doubts: "The first thing is that we have a lot to learn... courses, visiting leading bakers in Spain and soaking up as much information as possible".

Based on the experience they have built up over their time, Ander and Joseba, "We would not go back and change anything. A lack of experience forces you learn and grow, which is perhaps the most noticeable aspect when putting together something like this".

Joseba stresses, "In my opinion, it is not only official training in the sector that is important, but also that each individual is able to learn throughout his or her career. Indeed, this is the best complement to or part of learning: putting what you see in class into practice."

The only advice we would give to anybody looking to start up a business is "to prepare well, looking into the project, the premises, etc., and, above all, to go for it without any reservations.

You have to put in the hours, but that is the case whit you do. However, it also gives you a lot of satisfaction. It took us almost a year from when we first started considering this option. If you can find time to study the situation, then you will always be better prepared. But, most importantly, remember you only live once, so you have to be excited about what you do."

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Essential for bakers.

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