



MERAND

Dough processing expert



SOLUTIONS

for large and medium-sized supermarkets

YOU POSSESS **A SUPERMARKET,** AND YOU ARE COMMITTED TO PROVIDING YOUR CUSTOMERS WITH **A WIDE RANGE OF QUALITY LOAVES AT AN ATTRACTIVE PRICE?**

Due to fierce competition, including chains and bakery franchises, your business faces multiple challenges:

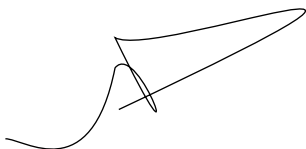
- Quality and uniformity of your loaves
- Management of bread shortages and keeping down the number of unsold goods
- Need of reliable, robust equipment, sound mechanically and of adequate dimensions to accept high volumes and production turnover.
- Manpower and time management, recruitment and training of qualified personnel
- Work safety, respect for employees' working conditions
- Control and management of the use of all raw materials
- Keeping tabs on the traceability of raw materials and products.
- Optimization of your development (cost reduction, profitability, ...)
- Compliance with production standards, available space, own premises
- Reduction of muscular and backbone problems

MERAND *Dough processing expert*



Yannick GERARD

CEO
MERAND Mécapâte



With its 60 years of experience in the field of dough mechanization, MERAND equips and supports the development of mass retailers around the world, whether it is the independent brands like Leclerc, Système U, Intermarché, or centralized stores like Auchan and the Casino Group.

We offer turn-key solutions that meet the specific needs of large and medium-sized retailers, namely to produce large quantities, improve productivity, expand the range of loaves whilst ensuring good bread quality.

In our premises in the heart of Brittany, we have built a Baking Lab for all of our supermarket clients who want to discover the production lines that will meet their expectations.

Specialized R&D engineers and bakery advisers are there to advise you on the machines and automatic lines best suited to your constraints, and they will guide you at every step of the way to design the most effective project.

Over and above the quality of construction, the choice of materials and the reliability of our machines, MERAND pays particular attention, when designing new machines or solutions, to these 3 criteria, which we consider fundamental for large and medium-sized supermarkets:

1. RESPECT FOR THE DOUGH

If you have a supermarket, this surely implies the desire **to offer a wide range of bread quality to your customers which matches up to any craft bakery**, while offering the products at a competitive price. Today you must also reconcile reduction in production costs with an increase in the quality and uniformity of the loaves to cope with the increasingly fierce competition.

This is the reason why MERAND has developed numerous patents and exclusive systems, in order to be able to work with the dough, even when it is **very hydrated and needs a long fermentation time, while maintaining its honeycomb structure**.

Here we have, for example, MF2S® (Shaping without Stress), and Alvéo+®, VarioPress®, ØStress® ...

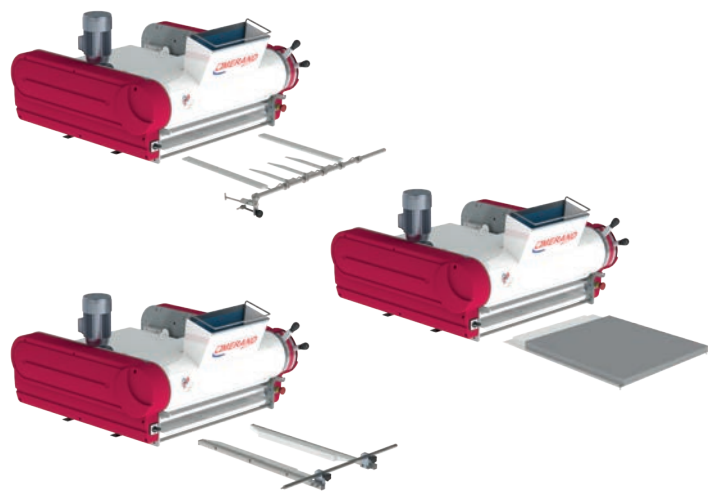


2. VERSATILITY OF OUR MACHINES

As a supermarket, realizing the essential value of your sales in your own stores, over and above **the quality of your loaves, you must also offer a wide range to your customers**.

MERAND has always developed on its machines **accessories or solutions to optimize the number of different products that you can make**. Here, for example, we can show you Pointop®, RollsCoup®, the guide for short rolls or muffins, the RheoPan RotaBall By-Pass.

Despite our wish to offer solutions offering the most opportunities, we must take into account the simplification of use by different operators. That's why our bakery advisers carefully analyse your range and production volumes to offer you optimal solutions and meet your needs.

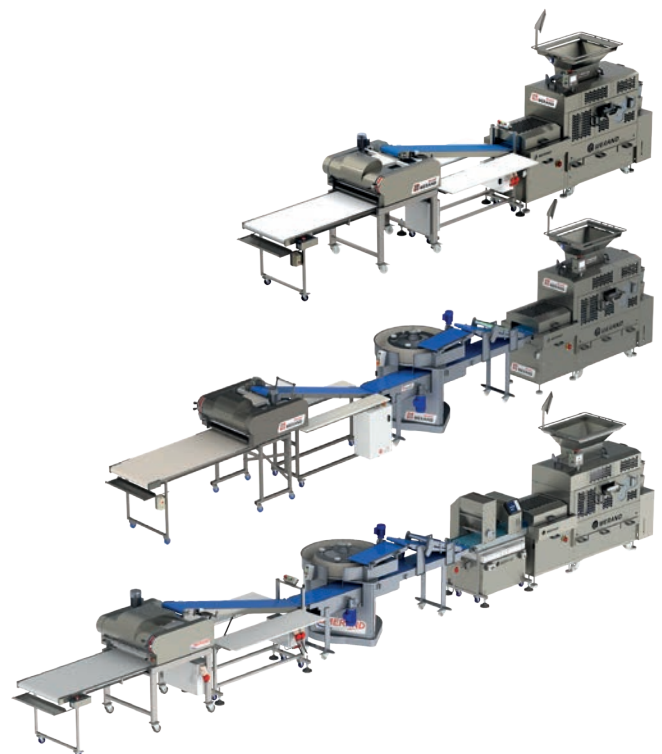


3. UPGRADEABILITY MODULARITY OF MACHINERY

With the acquisition of new customers, supermarkets will have to be able to ensure large volumes of production in order to meet the increase in bread consumption volumes. It is for this reason, and also in order to go along with the urge for supermarkets to expand, that we are designing **semi-automatic and automatic solutions, by taking a particular care to make them upgradeable**.

Investments in this type of machinery have a very long life cycle. In the current context, it is very difficult to predict the future and especially the possible increase of your production volumes, and even of the range of your products.

Our machines and lines have been designed to be completed as your needs evolve. We have to guarantee you that the investment you are making will not become obsolete after a few years. But we are also giving you **the assurance of not overinvesting prematurely**.





The all-flour stores have a whole bread making line to ensure the complete manufacturing cycle.

ADVANTAGES

- The counter is organised for customer flow, allowing the baking staff to offer the maximum amount of fresh bread throughout the day
- Quality control of loaves
- Traceability of raw materials and products
- Great autonomy in bread production
- Manufacturing costs contributing to greater profitability
- More flexibility in production, less supplier dependence

DISADVANTAGES

- Need of qualified personnel
- Need of more space available to install the production line
- Early morning work
- More complex commodity management
- More stringent hygiene standards
- Major investments in equipment



BREAD PRODUCTION IN COOKING TERMINALS



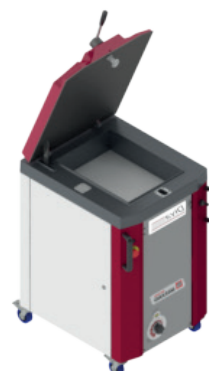
The cooking terminals provide only part of the bread making process at the point of sale: frozen dough must be processed on the spot, frozen raw dough pieces, pre-cooked fresh or frozen dough pieces, and then, the actual baking of the loaves...

ADVANTAGES

- Time between the end of the product's manufacture and its sale is reduced to a minimum
- Less need for qualified personnel
- Simplified staff management
- Great autonomy and fresh loaves all day long
- Bread baking can be done in small batches
- Very high responsiveness to sales which cuts out bread shortages in the day and reduces the amount of unsold items at the end of the day
- No night work
- Production facilitates an increase in the product range
- Continuous cooking allows fresh bread to be produced, attracting the customers by the good smell of hot bread ...
- Energy savings, limited production costs

DISADVANTAGES

- Training the sales team to do the baking.
- Traceability of raw materials and more complex products
- Higher logistics and storage costs of the dough
- Product purchase price is higher
- Less control of the quality of the loaves
- Heavy workload to offer hot bread at all times and manage the store





Expertise

Supermarkets have relatively large bread production volumes and these products result in more and more outreaching to customers in stores, by promoting innovative solutions, both in terms of quality, choice and customer services.

Retailers and managers in the bakery and patisserie department have to deal with a large turn-over, staff who are not always highly qualified and significant production peaks during weekends in particular.

These reasons make it essential to have a range of machines and production lines:

- Simple to use
- Easy maintenance, robust.
- Versatile, to take into account a range of loaves, which is increasingly important;
- Taking care of the different types of dough, because customer expectation regarding quality is increasing all the time.
- Upgradeable, to adapt to the needs of tomorrow without calling into question the whole investment.
- Studies done to reduce and limit back and spinal problems, which cause many work stoppages.

As a specialist in the mechanization of bread dough, MERAND works constantly, especially with its R&D teams and bakery advisers to provide solutions that take into account these requirements.

WHAT OUR CUSTOMERS SAY ABOUT US...



«We have been working with MERAND Mécapâte for years and we are very satisfied. Originally, we bought the production line to make speciality bread, but market demand has evolved and we have expanded our offer. Today, we obtain beautiful high-quality baguettes thanks to the MF2S® system for pre-stretching the dough and giving it a good shape without stressing it at all. In addition, thanks to the eccentric Rotaball rounder, we get beautiful cottage-type loaves while saving a lot of time.»

Jérôme BREGER
E. Leclerc Laval Manager

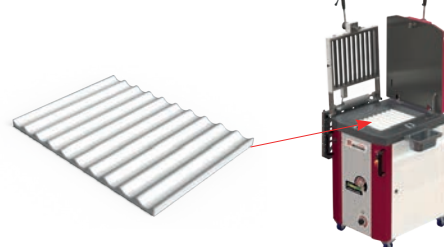


«We are very pleased with our collaboration with MERAND, a specialist manufacturer who is familiar with the supermarket sector.

The Atoupain divider-shaper has been designed to take into consideration the conditions of use in supermarkets. For example, the BlockForm® template which prevents operators from needing to touch the dough blocks optimizes the quality and consistency of dough pieces. The ease of cleaning and ergonomic aspect has also been particularly well studied.

It is especially the AlveoForm® system that charmed us, because it allows us to divide the dough and shape it into beautiful baguettes without any trace of cutting on the sides, while having a well-rounded shape».

Patrice BUCHARD
CASINO Bakery & Pastry Sales Director



FlexiLine 1.5



It allows you to produce baguettes and loaves up to a rate of 1500 / hour. Thanks to the exclusive MF2S® system (**Shape without Stress**), the baguettes are very regular while retaining the **honeycomb structure**.

Combined with our patented **RollCoup® system** it also allows automatic cutting up of the baguettes into little rolls (½, ⅓ ...).

FlexiLine 1.8



The MERAND FlexiLine range is mainly dedicated to the **production of baguettes, short rolls and white loaves**.

Several exclusive MERAND patents or systems make it possible to provide particularly suitable solutions for supermarkets. For example, the MF2S® (**Without Stress Shaping**) system allows you to obtain **long baguettes without having to finish the elongation manually**. This contributes to a look of greater uniformity when the baguettes are on the shelves.

RheoPan Line



Dough that is difficult to work with in volumetric dividers (because of the pointing of the ends and the percentage of water) are **divided and weighed without any stress** thanks to RheoPan® Precision. There is continuous weight control with a scale that gives instructions on how to adjust the weighing very precisely.

This line is **very modular** and different modules can be added to the divider as and when needed. These include the RheoPan RotaBall rounder for the production of 75gr to 1500gr balls of dough, as well as the RheoPan Armor HV moulder for the production of Tradition baguettes or special loaves.

Rolling Line



This range of machines is intended for the production of rolls (20gr to 130gr), round or elongated.

From the simple semi-automatic divider-rounder or the automatic version, to the continuous divider-rounder (capable of producing up to 6000 loaves / hour depending on the model), MERAND offers different solutions for supermarkets, depending on the weight range of dough pieces to be produced and daily quantities.

Divider-Shaper Atoupains



The Atoupains makes it possible to divide and form **baguettes, sandwiches, ciabattas, rustic square loaves and rolls** in each shop from blocks of dough prepared in the central workshop. Its patented **AlvéoForm® system** makes it possible to obtain **beautiful baguettes** (not flat underneath, and without «marks» on the sides). This solution will allow you to manage the needs in your shops much better, by avoiding shortages and having unsold items at the end of the day.

Scoring Line

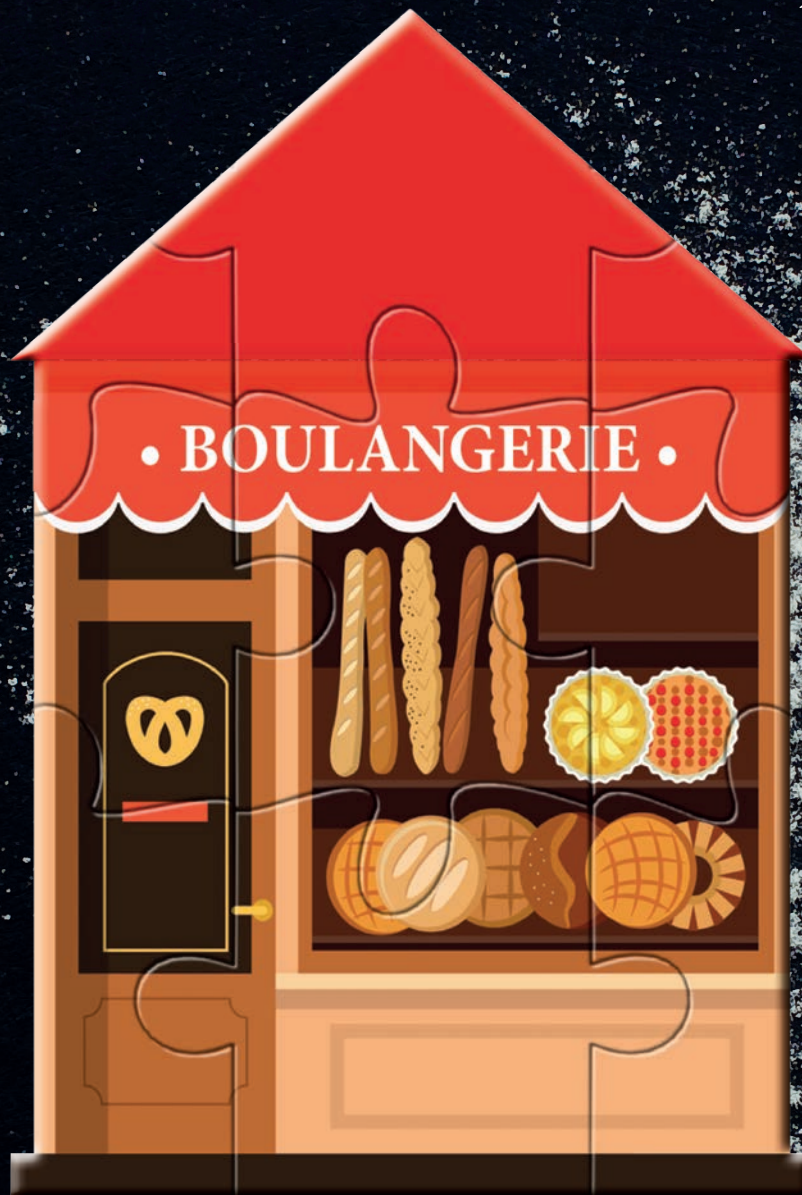


The automatic scoring of the dough before the baking brings many advantages:

- Significant time savings
- Consistency and quality of the scoring mark.
- No need for qualified personnel

In the ScarCool version, the scoring is done in 'hidden time', that is, not on the critical path, **without any effort for the staff, nor risk of back trouble**, since all you have to do is to slide the complete trolley into the scoring section. The machine takes the nets into the trolley one by one, and delivers one single blow with the blades onto the dough pieces. When this job is done, the operator just has to come and fetch the trolley and put it into the oven.

*« The best way to predict the future
is to create it »*
Peter Drucker



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