



MERAND

Dough processing expert



SOLUTIONS

for artisanal bakeries with several shops

YOU POSSESS AN **ARTISANAL BAKERY**, AND YOU ARE REALLY KEEN TO OFFER **A COMPLETE RANGE OF QUALITY LOAVES TO YOUR CUSTOMERS?**

However, unlike many other bakeries, you have several shops to manage, and therefore your business has a different set of problems to face:

- Quality and uniformity of your loaves in each of your shops
- Disruption of the supply of bread in each shop
- Keeping down the number of unsold items in each shop
- Staff management, recruitment of qualified personnel in each shop
- Control and management of the use of all raw materials
- Keeping tabs on the traceability of raw materials and bread
- Logistics optimisation, deliveries of raw materials and your products from one shop to another...
- Taking advantage of development opportunities, like looking for better locations, profitability and so on...

MERAND *Dough processing expert*



Yannick GERARD

CEO
MERAND Mécapâte

MERAND, a specialist of manufacturing solutions and shaping dough, accompanies the development of artisan-entrepreneurs.

We are a family SME whose factory is based in Brittany and we have more than 60 years' experience in the field. We are specialists in the manufacture of machines for the bakery (dividing-allowing to rise-shaping ...) and automatic lines.

These many years of experience, based on many installations in France and abroad but also in different types of bakeries (artisanal, semi-industrial ...), bring to our design office and our bakery advisers well-recognised expertise and assistance.



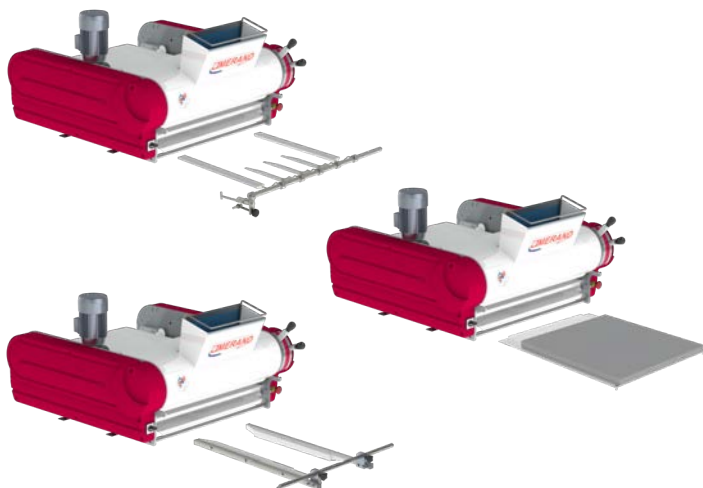
In addition to the quality of construction, the choice of materials and the reliability of our machines, MERAND pays special attention to these 3 criteria when designing new machines or solutions, which we believe to be fundamental for artisan-entrepreneurs:

1. RESPECT FOR THE DOUGH

You are, above all master bakers, which implies most certainly, the desire to offer **the best quality bread to your customers**.

Of course, you are interested in solutions that could allow you to optimize your manufacturing, but this should not be done at the expense of the quality of your loaves. 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® ...



3. UPGRADEABILITY MODULARITY OF MACHINERY

More than in any other bakery, your company is in a continual state of change, as well as the number of your shops.

To support the expansion of artisan-entrepreneurs, MERAND designs its semi-automatic solutions or fully automatic, taking great care to make them upgradeable.

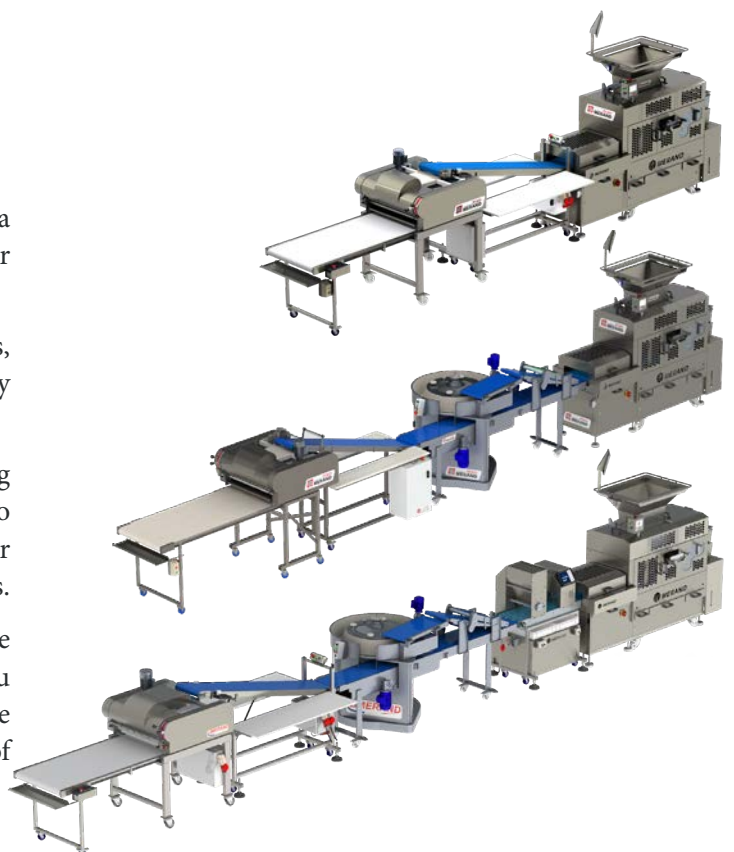
Investments in this type of machinery have a very long life cycle. In the current context, it is very difficult to predict the future and especially the possible increase of your production volumes, and even of the range of your products.

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.

2. VERSATILITY OF OUR MACHINES

As an artisan-baker, making most of your sales in your own shops, as well as the quality of your bread, you must also offer a wide enough 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.



PRODUCTION OF BREAD IN EACH SHOP



Each bakery outlet makes loaves according to its needs. There is a bake house in each shop, with the equipment and the necessary staff.

ADVANTAGES

- Possibility of having hot bread all day long

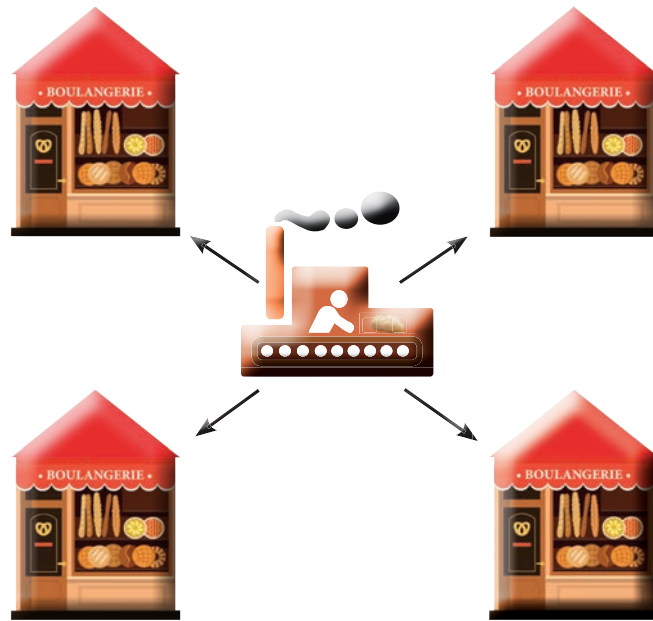


DISADVANTAGES

- Important need of having a qualified staff.
- Difficulty of having same quality everywhere.
- High production costs (material, staff..).
- Development of the network of shops is made more difficult, taking account of the surface area, costs, staff..
- Traceability of raw materials and of more complex products.



PRODUCTION OF BREAD IN THE CENTRAL WORKSHOP



There is a central workshop that performs the production of all the loaves including cooking for all of the shops.

Several times a day, there are deliveries to the shops.

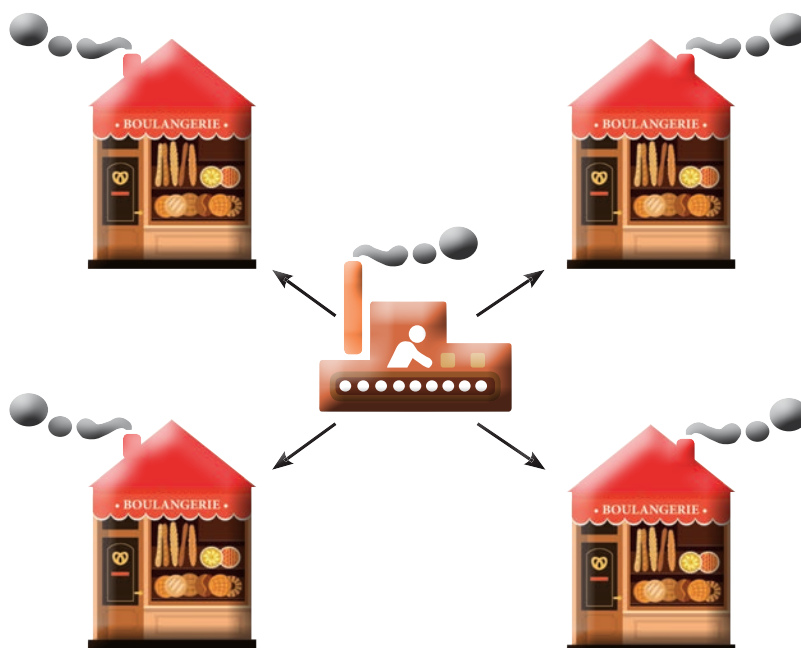
ADVANTAGES

- Limited production costs.
- Uniformity of loaves at the points of sale.
- Traceability of raw materials and products.
- Less need for qualified production personnel, thanks to automation.
- Reduction of problems related to the complexity of labour laws.
- Less need for space in retail outlets (no bake house, easier to find premises, less expensive to create new shops).
- Greater serenity in the face of increased production.

DISADVANTAGES

- Low responsiveness to sales (shortage of bread and unsold products).
- Cool shop, no smells (negative impact on sales).
- Logistics to manage to make deliveries and replenish stocks and to limit disruptions.





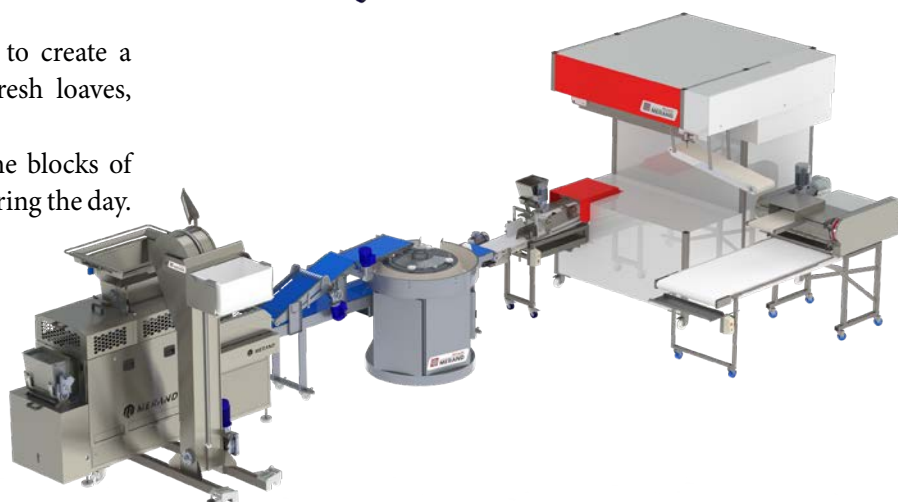
There is a central workshop that produces most of the loaves (including special types) cooked or precooked for the shops as well as blocks of dough. The dough blocks are delivered to shops that will divide and shape the dough (like traditional baguettes and sandwiches) and you cook as you go and as needed during the day. There is no kneading of dough in the shops (No need for bakers).

ADVANTAGES

- Uniformity of loaves at the points of sale
- Traceability of raw materials and products
- Less need for qualified production personnel, thanks to automation.
- Reduced problems related to the complexity of the labour legislation.
- Less need for space in retail outlets (no bake house, easier to find premises, less expensive to create new shops).
- Greater serenity in the face of increased production
- Very high responsiveness to sales to limit disruptions of bread supplies during the day and the unsold items at the end of the day. Just take a block of dough that is unused and save it in the cold store.
- Continuous cooking in each shop to create a feeling of life in the shop, with fresh loaves, welcoming smells, and so on...
- Fewer deliveries to the shops, as the blocks of dough give them great autonomy during the day.

DISADVANTAGES

- Equipment must include a refrigerated truck to carry out the deliveries.
- Training the sales team to do the baking.





Expertise

Even if the production in each shop according to the «traditional method» (kneading, dividing, letting it rest, shaping, allowing it to rise in a controlled temperature, cooking) remains largely the same at the moment, it leads to a large number of disadvantages as mentioned above.

The solution for the future is in centralized production for some of products. Each shop will be equipped to work using blocks of dough where the rising process is slowed down. This offers among other things the advantage of facilitating the baking of bread throughout the day, and thereby limiting bread shortages during the day.

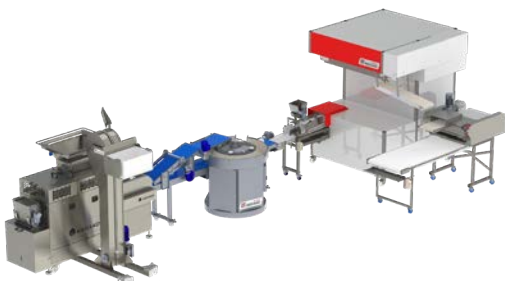
Given the ease of implementation, without qualified personnel, this solution will allow the shop staff to divide dough and shape the loaves according to the needs of each shop. This will contribute greatly to a reduction in the number of unsold items at the end of the day.

WHAT OUR CUSTOMERS SAY ABOUT US...



François, Loïc et Alexandre POZZOLI
MAISON POZZOLI

«We were having a real challenge. With three bakeries, we were having to adapt to our customer base, which was growing rapidly and demanding more and more quality products. It was therefore necessary to combine productivity, profitability and craftsmanship. To anticipate and respond to new expectations of consumers, we installed a RheoPan line MERAND. This solution offers craft bread quality and the possibility of making any type of product, from traditional baguettes to country type cottage loaves, but also ciabatta, hamburgers and sandwiches».



Sébastien LAFOND
LE FOURNIL DE JEAN

«Having already four artisan bakeries in the region of Clermont-Ferrand, we are still in search of new opportunities to develop our activities. Wishing to meet the demands of an ever growing market we decided to buy an automatic production line. Trust established, thanks to many years of work with MERAND as well as the good quality and price of the machines, these have been the main criteria of our choice. Today we produce around 1,000 loaves / hour and are very happy with the quality of the finished products».

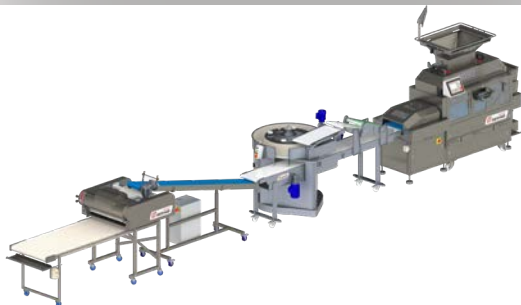


Divider-Shaper Atoupains



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.

RheoPan Line



Modular line perfectly adapted especially for **hydrated dough or with a long rising time**. Gravitational division and continuous weighing allows for **accuracy in weighing**. It lets you work «as if by hand», **without stress to the dough**. This line is very **versatile and upgradeable**. It can produce dough either shaped, small and big balls, rectangular loaves, baguettes, short loaves, rolls, ciabattas ...

AquaPan Line



The machines that make up this range are very simple to use for the **production of ciabatta, country type flat loaves, focaccia and rolls ...** and are particularly recommended for **highly hydrated dough (up to 80%)**. The MRNS® (**Multi rollers No Stress**) satellite allows you to obtain a strip of dough without releasing the gas in it. Many modules can be added (automatic feeding, automatic seed-grain coating, automatic removal on boards or nets ...).

FlexiLine1.5



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 ($\frac{1}{2}$, $\frac{1}{3}$...).

FlexiLine 1.8



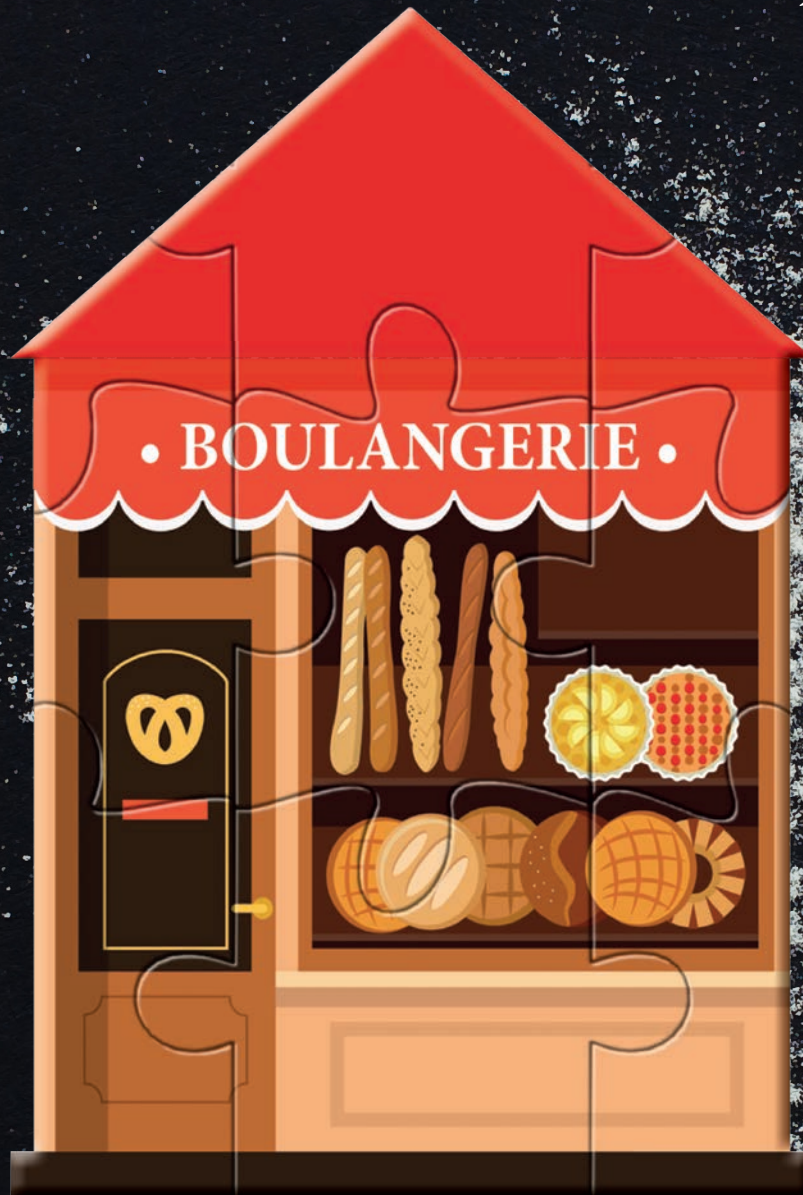
FlexiLine 1.8 allows you to divide and shape baguettes and rolls at a rate **1,800 baguettes / hour and 6,000 rolls / hour**, with the utmost respect for the dough and baking traditions. FlexiLine 1.8 is particularly suitable for the **production of long baguettes and for cutting rolls**.

Rolling Line



This range of machines is adapted for the **production of round or long rolls (burgers, buns, sandwiches ..)**. Model RL 2/2 in conjunction with its moulder can produce up to 3,000 rolls / hour. The ØStress® system facilitates working with fragile dough.

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



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