



NEWS RELEASE

LOMA SYSTEMS HELPS RELIEVE THE PAYNE

Fiddes Payne is a huge success in the food industry, having started in 1993, today it is one of the market leading premium herb, spice and home bake producers. Originally the business was started selling basic herb and spice products to the Health Food, Independent and Delicatessen trades as well as limited wholesalers.

The company realised that their long-term strategy for growth should be to target the ever-increasing strength of the multiple retailers. Fiddes Payne recognised the strong growth of Own Label products so the company increasingly turned its attention to Own Label manufacture for the supermarkets. Since then,



company growth has been very rapid and they now supply several multiples in the UK, producing branded and Own Label products.

Fiddes Payne currently operates out of two highly efficient BRC Grade A modern factories in Banbury, Oxfordshire. The company is continuously developing its product range to keep up with changing consumer tastes and global demand. Coupled with its high quality premium products, a passion for innovative packaging designs has really attracted the consumers attention and has ensured the Fiddes Payne brand continues to grow at a rapid rate.

To ensure its premium quality for the multiples is maintained and in keeping with HACCP quality control, the company required three metal detectors to inspect a new seasoning range and a variety of homebaked products.

Fiddes Payne had no hesitation in choosing Loma Systems, a world leader in the design and manufacture of food inspection systems, as they had previously purchased Loma machines and were extremely pleased with the results, as Andy Hearne, Production Manager at Fiddes Payne comments, “We have never had a problem with Loma machines and we have always been pleased with both their service and the competitive price”.

Fiddes Payne prides itself on its BRC standards, to ensure its quality standards they chose three next generation Loma Systems IQ³ Metal Detectors as they felt they were ideal machine to suit Fiddes Payne’s needs. Andy adds, “We have strict specifications to meet our own BRC standard and we felt that the IQ³ met this benchmark”.

The IQ³ Metal Detector is in a class of its own, this next generation system offers better sensitivity, more stability, environmentally tougher and more future proof than anything else currently on the market. The unit includes a Performance Validation System, which automatically prompts the operator to test performance at pre-set intervals according to HACCP (Hazard Analysis Critical Control Point) principles, and produces a detailed record of any contaminants found.

The IQ³ Metal Detector has sophisticated electronics to enable the innovative Automatic Product Learn system to calibrate and automatically learn the characteristics and settings for up to 100 different products. This is ideal for Fiddes Payne as they have a variety of differing products that need to be inspected. Normally every time a different product is put on the production line the metal detector would have to be re-calibrated, which is very time consuming and can cause huge downtime.

Furthermore, the IQ³ is a true multi-frequency machine. It can operate at any frequency between 40kHz and 900kHz and has the ability to select the ‘correct’ operating frequency in seconds, eliminating the past restrictions caused by single frequency and ‘limited frequency’ detectors.

Andy continues, “The IQ³ Metal Detector has more than served our purpose, it is easy to operate and is both durable and reliable. In fact I believe it is the least problematic piece of kit on the line”.

Fiddes Payne has also benefited from Loma’s quality service department, “Loma’s service team are always prompt at sorting any problems, arriving no later than the next day and additionally they have a great flexible warranty”. Andy concludes, “We

were looking for the most cost effective solution to our inspection needs and we believe Loma Systems has provided that”.

Loma is a world leader in the design and manufacture of in-line inspection equipment. With a comprehensive range of Metal Detectors, Checkweighers and X-ray systems, Loma is committed to providing the most efficient and cost-effective solutions for all food product inspection requirements.

For more information about Loma Systems and their tailor made inspection solutions please visit their website: www.loma.com or telephone +44 (0) 1252 893300 or email sales@loma.co.uk