



The Dobrogea Group is the largest milling and baking company in Romania. Five years ago, the company invested in three bread lines from WP Bakerygroup to further extend its market position.

Built to fit

Romania is a country with a population of 21.5 million inhabitants stretching from the Pannonian Planes to the Black Sea. Located directly at the Black Sea is Constantza, the fifth largest city in Romania and the location of the Dobrogea Group.

The group is a conglomerate with a turnover of more than 60 million euros. Its business sectors are primarily milling and baking as well as the

production of biscuits. The Dobrogea Group, is also, however a Romanian success story: Since 1995, the group has been 100 percent privatised and since then has consistently continued to consolidate its market position, investing 52 million euros in new technology in the last twel-

ve years alone: milling technology, bread production, frozen products and the biscuit sector.

The extensions and modernisations that have been carried out show among other things that Dobrogea with a 29 percent share of the national market, has become the largest

You will find WP at iba in hall 10, booth D41/E42

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Processing and tunnel oven of the Franzela-line were installed by WP according to the location.

milling company in Romania. Moreover, it was the first bakery nationally to start in 1997 with the production of frozen products and thus supply other companies. In the bakery sector, Dobrogea is dominating the market, with over 80 percent in the Constantza region alone and besides supplying major customers, it is also running its own sales outlets.

Dr. Fotini Teodorescu, General director of Dobrogea, describes her company as follows: "Dobrogea Grup is the leading producer on the Romanian milling and bakery market.

Our main competitive advantage over the years was, beside our tradition, experience and dedication, the smart investments we made with the most modern equipments and also the excellent professional partners that we choose to build our success. Our achievement

in the packed bread category is due to the exceptional cooperation we have with Werner & Pfleiderer and also to our team who was capable to offer and receive know-how in order to produce innovative, top quality products for the Romanian market and to keep the competitive advantage."

Bread lines

The expansion of the bakery was part of the investment package. To secure its long term competitiveness through quality, productivity and innovative baked products, 8.5 million euros have been incrementally invested into bread production. For this reason Dobrogea has been working together for about five years with Werner & Pfleiderer Industry who delivered, installed and put into



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Left: Freshly baked: Franzela is a wheat bread and the typical, Romanian standard bread available in different weights - usually 250 and 500 grams. The market is strongly characterised by fresh, unpacked bakery products. Right: The investment, a year later, into a second line for the production of 500 g toast breads, which is also able to produce Franzela on baking trays.

operation a total of 3 bread lines at RO-CREDO, the bakery sector of Dobrogea. The first line was delivered in 2005 for the production of hearth baked Franzelas. Franzela is a wheat bread and the typical, Romanian standard bread available in different weights - usually 250 and 500 grams. The market is strongly characterised by fresh, unpacked bakery products.. The company created its own product brands, which distinguished itself, at an early stage, from its com-

petitors. For example, Franzela is sold under the brand „Neptun“ and is even offered packed and sliced. This was previously untypical for the Romanian market, but it enjoys a growing popularity. Packed, sliced breads currently achieve, year on year, at two figure growth rate. Even more far-sighted was the investment, a year later, into a second line for the production of 500 g toast breads, which is also able to produce Franzela on baking trays. To allow for the production of both products on

one line, WP installed a Duotherm tunnel oven for products on trays and in tins. The new models of this type of oven can already in the first zone, or depending on technological requirements, in one of the other burner zones that have been assembled, which can be combined with a Turbolenz each time. The system allows an intensive heat transfer to achieve a strong oven spring. A uniform shape is achieved, the breads have less baking loss, which gives a freshness advantage and a concave



Also here you see how the line layout has been optimally adapted to the existing location.



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formation is avoided. Today Dobrogea offers two different brands of toast bread: Bonpana, a typical white bread and Bonpana Mediterranean. The second brand is called Bongrana

and is aimed at health-conscious consumers. These include rye toast, wholemeal toast and diet toast. Both breads share a shelf life of more than 20 days without preservatives. To rea-

lise this, the company invested into cleanroom technology and in combination with the modern production lines achieved a great technological lead over its regional competitors. The third line followed in 2009 for the production of Franzela on trays and several other assortments of bread. Its performance capacity of 4000 pieces per hour is on par with previous lines. Here the oven was constructed for flexibility. All five zones of the thirty metre long oven, are fitted with Turbolenz, and the circulation fans are frequency-controlled to obtain again the possibility to individually control the heating gas circulation in the channels.

Installation

The major challenge was not only the configuration of the lines, but

Thought ahead: After the removal off the tins, the products cool down in the clean room. With this method, the breads can be kept around three weeks without additives.



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assemble the optimum technique on the basis of the production process. In addition the customer has a line with an operational concept which is not least an integral safety concept that includes all components which accomplishes a significant contribution to work safety on the line.

The team from WP attended to all three projects at Dobrogea, took care of the technological fine tuning and the optimisation as well as of the training of the employees.

Andreas Ranft

rather that the lines had to be adapted to fit the existing building's structures. According to Dr. Teodorescu, WP was the only supplier who was convincingly able to adapt the project into the confined location without needing to cut back the functionality of the lines or product quality.

To manage this difficult task, WP setup a project team which would supervise the task from the beginning of the planning until the

final commissioning. All projects in which lines from the WP Bakery Group are used, are supervised by WP Industrielle Backtechnik in Tamm. The background to this is that such projects are almost always industrial production methods where several system components from WP Bakerygroups companies, as well as third party suppliers have to be combined to create a complete line. The advantage of this is that the project team can



The third line followed in 2009 producing Franzela on trays and various other types of bread.

Spray machine



The Dübör TSA 800 release agent spray machine with low-pressure spraying for straps of tins with 6 individual tins and baking trays. The unit has a nozzle arm with four automatic nozzles, a photo cell control as well as an oil mist suction unit with hood and frame. The tin to be greased (set) or the baking tray is detected by the photo cell or the proximity switch and sprayed whilst passing. The release agent is now sprayed into each individual tin, not inbetween so that the surrounding area remains clean. Additionally, an oil mist suction unit (centrifuge with filter) removes the excess spraying mist at the nozzles.