



IN THIS ISSUE >

> Bon Pain

Organic products made by Eco-Vida branded under the name 't Goe Brood / Le Bon Pain in many Belgian stores. Praised for quality, taste and shape.

> Dough Doctor

In Dough Doctor part 1 we mainly discussed wheat flour. Now we are going to talk about wholemeal flour. First something about the name and the manufacturing.

> Get ready for summer!

Summer is the time to wine and dine outside, for barbecue, having parties and to enjoy Mediterranean food and drinks. Maybe it's time to get ready for the season.

KEEPS YOU UP TO DATE ABOUT WHAT'S COOKING IN THE BAKERY

Eco-Vida organic bakery / Brussels-Belgium

Work sustainable, reasoning all

The organic products made by Eco-Vida are branded under the name 't Goe Brood / Le Bon Pain' in many Belgian stores. Praised for their quality, taste and shape.

Sixteen years ago João Martins was left alone. His father, who fled the dictatorship of Salazar, returned to the democratic Portugal. João continued his fathers bakery. He bought a new property and worked hard for success! The company now grows fast. Meanwhile, nineteen people are employed in organic bakery Eco-Vida, with João as energetic manager. 'There's always something to improve he typifies his approach. 'Not immediately respond to a problem, but see and understand the problem first. And then come to a solution.'

the natural way.' In Belgium, the Martins family continued that tradition. 'We were among the pioneers in the field of macro-biotics and natural products. I still have plenty to experiment with alternative materials and new ways of working. Sustainable production is a priority. People and companies have to change their mentality if we want our children to live in an healthy and pleasant manner.' In his role as a business consultant, he travels around the world to proclaim exactly that message.

Perfect 'gesture'

In addition to durability profitability plays an important role. In the new bakery is well thought over every detail and all systems are linked to each other. 'By the investments we have made, we can work more efficient and

Pioneers

'We come from Portuguese villages', João says about his family. 'There it was very common to eat products made by themselves. The community produced their own flour and baked their own bread, without improvers,



that leads to competitive prices.' Ergonomics and smart work are key issues. 'It is about finesse and sensitivity, the perfect posture and movements to create a product. You can optimize every action. If the hand- and finger movements are perfect, the speed comes naturally.'

Sustainable investment

Eco-Vida is a strong investor and every investment is dedicated to sustainability and efficiency. The bakery filters water through a process of reverse osmosis. 'Thanks

to this water treatment there is, as it were, no maintenance required for pipes and steam units. There also remains no residue behind on the washed materials and installations. This reduces the consumption of cleaning products drastically and drying is not necessary. That easily outweighs the extra investment for high-grade stainless steel piping' The bakery uses the filtered water especially for the bread production. 'Herein we leave a number of essential minerals and so we have on average
Read more on page 2

Lots of exhibitions in March!

March 8 we start in France with one of the most important exhibitions; the **Europain** in Paris, Nord Villepinte. The Europain is the meeting place for the global baking and pastry-making markets, the ideal context for discovering the latest innovations in the sector. To meet customer's new demands, bakers must offer a range of products suited to each time of day. Europain is hosting the SuccessFood exhibition in order to bring together the baking and foodservice industries. Together they will create areas and events for discovering the latest trends in contemporary baking and pastry-making. It's a unique, not to miss event for showcasing innovation and doing business.

On booth number **4B76** the WP BAKERYGROUP will demonstrate its unique range of machines and equipment for the entire baking process. Of course will WP Haton be present with Key Account Managers (Erik Kromjong, +31 6 53778714 and Philippe Claes, +32 497940910) and machines like the dough divider V 700, the rounder CR 59 and the long moulder BM 80 N. Do you want to make a WP Haton / Europain appointment? Call Erik or Philippe. More information you can find on www.europain.com.

Only a few days later, March 14, the **Internorga** starts in Hamburg Germany.

Read more on page 4



Masters Boulangers, testing at 'WP-Haton'

Crustica+ line tested and approved!

The recently inaugurated Master Boulangers Peter Bienefeld & Wietse Schiere have visited WP Haton to do extensive testing.

The test with the Crustica+ line was a success. Where the Koopmans people always thought you can only process by hand rustic recipes with plenty of water, we showed them that it can be done differently with the Crustica+ line. This is the line for the baker who wants flexibility, suitable for many types of dough and also for dough's with a high water contains and an open structure. This test they said, 'gifs us more knowledge and vision how to make this type of dough with a machine'.

The recipe we used:

Flour	90 %
Polish	20 % (50/50)
Water ca	70 %
Salt	2 %
Improver	0,5 %
Yeast	1,5%

- Mixing slow 2 and fast 10 minutes
- Dough temperature 28 °C
- Bulk proofing 120 minutes
- Weight 350 gr dividing with a volumetric dough divider
- Rounding
- Intermediate proof 15 minutes
- Long moulding with the Combi U special pressure board
- Final proofing time 90 minutes
- Baking temperature 230 °C with steam
- Baking time 25 minutes



Continuation of page 1

There the WP BAKERYGROUP will celebrate their 135 years anniversary by presenting interesting innovations. You can call our Key Account Manager Axel Wagner: +49 421892772 to make a WP Haton / Internorga appointment.

On March 16 you can find WP Haton on booth number **4.128** at the **BIBAC** in Antwerp (Belgium), the most important exhibition for Belgian bakers. Here we will exhibit a complete bread line (dough divider B 300, rounder CCR 59,

intermediate proofer BIP E and long moulder BM 51 B) and we will demonstrate the Miniroll. This roll line is so compact that it fits in every bakery. This event you should not miss! For the BIBAC you can also contact Philippe Claes,

+32 497940910 or Toin Sprenger, +31 653356627. See www.bibacexpo.be for more information.

We hope to see each other at least at one of these exhibitions!



**EXHIBITION
CALENDAR >**

Europain 2014 Paris

08.03 - 12.03.2014

Parc des Expositions
Paris-Nord Villepinte
France

I: www.europain.com/homepage

Internorga 2014 Hamburg

14.03 - 19.03.2014

Hamburg Messe and Congress GmbH
Messeplatz 1
20357 Hamburg, Germany

I: internorga.com/en/homepage

BIBAC Antwerp

16.03 - 19.03.2014

Antwerp Expo
Jan van Rijswijcklaan 191
2020 Antwerp, Belgium

I: www.bibacexpo.be

FHA 2014 Singapore

08.04 - 11.04.2014

Singapore Expo
1 Expo Drive Singapore 486150
Singapore

I: www.foodnhotelasia.com

IBATECH 2014 Istanbul

10.04 - 13.04.2014

Istanbul Expo Center
Atatürk Havalimani Karsisi
34149 Yesilköy, Istanbul, Turkey

I: www.ibatech.com.tr

Modern Bakery 2014

MOSCOW

23.04 - 26.04.2014

ZAO Expocentre Fairgrounds
Krarsnopresnenskaya nab.,
14 Moscow, Russia, 123100

I: www.modernbakery-moscow.com

COLOPHON >

Draft en realization

Spiegel crossmedia communicatie
www.spiegel.nl

Editors

Jan van den Berg, Wilma Jansen,
Henry van den Berkmortel

Photography

Spiegel crossmedia communicatie a.o.

Printing

Drukkerij van Stiphout, Helmond

WP Haton

Industrieterrein 13
5981 NK Panningen NL
P.O. Box 7025
5980 AA Panningen NL
Tel. +31 (0)77 3071860
Fax +31 (0)77 3075148
sales@wp-haton.com
www.wp-haton.com