



# The tradition of quality

Belgian family business Mydibel relies on Bosch to meet the latest hygienic design standards

In family businesses, trust and reliability are at the root of everything. Since many of these businesses are small or mid-sized, it is vital that all processes and procedures run at peak efficiency and that unique selling points are fostered to stay competitive with global players that have access to a wider range of resources. Belgium-based Mydibel is an excellent example of such a company. The son of farmers, Roger Mylle, has had a passion for agriculture since early childhood and his dream has always been to establish his own company. This dream came true in 1988 when he founded Mydibel, a producer of a wide range of chilled, frozen and dehydrated potato products. Today, his two sons, Bruno and Carlo, are running the company processing an astonishing 150 million bags (that's 225 000 tons!) of finished potato products per year, marketed under its own name as well as private label brands. The latter comprise more than 50 percent of the company's business today.

To thrive in a highly competitive commodity market, Mydibel is always seeking ways to stand out from the crowd. A core mission has always been consistently delivering the highest quality – a fact that has won the hearts of consumers in over 120 countries. The company also has a strong commitment to environmental protection and maintains stringent green factory policies. Mydibel has recently invested in a new fully automated potato sorting process that reduces water consumption by 50 percent and a new fermenter that allows for 100 percent green electrical and for 25 percent thermal energy provision.

With an increased emphasis on food safety demanded by today's consumers, customers and international authorities, Mydibel makes it a priority to keep up with the latest hygienic design standards and requirements. Partnering with Bosch Packaging Technology, its long-standing partner, Mydibel found the optimal packaging solution to ensure the highest possible product quality and a hygienic environment to meet the hygiene standards of today and tomorrow.

## Only the best is good enough

Mydibel chose Bosch's vertical form, fill and seal machine SVC 4020 to package its potato products in 500 grams to 2.5 kilogram pillow bags at a speed of up to 70 bags per

minute. The continuous motion solution was designed to prevent contamination and simplify cleaning. It also helped Mydibel to meet high hygiene requirements and achieve efficient production. "Quality is the essence of the Mydibel philosophy and we expect the same from our suppliers," says Carlo Mylle, CEO of the Mydibel Group. "The SVC bagger from Bosch meets our needs perfectly. Thanks to its easy-to-clean design, high-quality bags, and flexible set-up, the new technology helps us keep our customers happy and loyal."

The features of the SVC 4020 make it ideal for supporting hygienic packaging environments, while its design allows for the highest hygiene levels. To prevent contamination, logos and rulers are engraved for easy and thorough cleaning. In addition, tilted surfaces and rounded corners will not trap potato residues, significantly reducing the possibility of any bacterial build-up and ensuring the consistently high quality of Mydibel products.

"Hygiene and time are vital assets to our customers," comments Patrick Lagarde, engineering and design manager at Bosch Packaging Technology. "As a result, we specifically developed the SVC 4020 to offer a speedy, efficient cleaning process and reduce production downtime."



Mydibel's rigorous attention to delivering first-class products has helped the business grow exponentially. With the SVC 4020 the company is well positioned to keep up with increased production demands. "The SVC 4020 is 20 to 25 percent faster than the previous generation of vertical baggers and technologically more advanced," adds Mylle. "It reduces product waste and downtime."

Mydibel operators benefit from the open-frame design of the new bagger and the user-friendly Human Machine Interface (HMI), which further contributes to time savings on maintenance, cleaning and running. For example, the SVC's splicing table is ergonomically designed to slope at 45 degrees to allow easy access and film reel replacement, while the intuitive HMI minimizes staff training time and provides clear data read-outs and offline monitoring.

### The world of potatoes

After more than 27 years in business, Carlo Mylle is savvy enough to know that to be successful, products must also have an appealing presentation on the shelf to attract consumer attention. As a result, the company has continued to invest in packaging that supports the brand's mission

and image. "The first thing our customers see is the bag, so it has to look perfect," explained Mylle. "In this respect, Bosch quality and the SVC 4020 is a perfect match for our brand."

The SVC 4020's flexibility and ease of changeover are also key benefits for Mydibel. It allows operators to quickly switch between different potato products and accommodates both laminate and polyethylene foil. To further enhance operational efficiency, product and bag changeovers are quick and require no tools.

### Power of trust

Working with a partner that shares the same values and principles is a foundation of success for Mydibel. For the past 25 years, Bosch has supplied a number of vertical packaging machines to Mydibel's three production sites. For Carlo Mylle, this long-term relationship is based on trust. That is why, in contrast to the usual practice of replacing one machine at a time, Mydibel ordered seven SVC 4020s at once. This allowed the company to boost production by 30 percent, while ensuring consistent quality. "With Bosch we have found a reliable partner that anticipates our needs with technological advancements, allowing us to stay ahead of the competition," he comments. "We look forward to continuing our work together as we continue to grow in the potato market."



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