



ADVANTAGE

BAKERY TECHNOLOGY UPDATE

SPRING 1996

Moline Acquires **DCA** Industrial Equipment Line

1996 has been a very exciting year so far for both Moline Machinery and our customers. As the year began, a new development was announced by Moline: the purchase of DCA's (Donut Corporation of America) industrial donut equipment product line.

The line, formerly owned by Kerry

Ingredients, includes continuous feed cutters; make-up equipment; continuous proofers and fryers; donut finishing equipment and spiral coolers. A portion of the equipment is geared toward medium capacity lines, allowing Moline to supply mid-sized bakeries more completely than ever before.

"Acquiring the DCA line was an extremely significant move by Moline," says Food Fund General Manager, John Trucano. "They're now THE major player in the industrial donut equipment business which is growing worldwide."

The combined technologies bring an increased standard of excellence to all the pieces, as well as expanded layout options for customers. Another plus: now customers can turn to one supplier for their entire donut and sweet goods

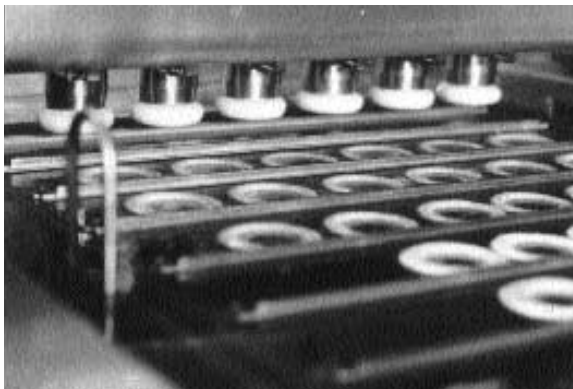
production systems and service.

The agreement calls for the transfer of all DCA wholesale donut equipment operations, including parts inventory, engineering, production and customer service to Moline's facility in Duluth, Minnesota. Kerry retains exclusive use of the DCA name; the acquired line

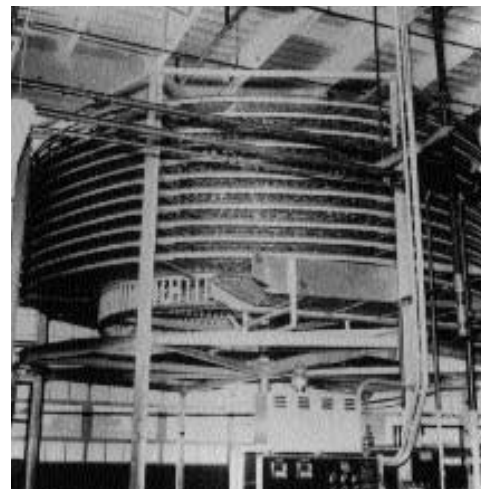
is now marketed under the "Moline" brand name. Moline also will provide ongoing service to existing DCA installations.

With the recent purchase, Moline increases the size of their business by 20 percent. Because the equipment is now used extensively in overseas markets, Moline Machinery has effectively expanded its international

business base – providing greater growth potential worldwide. The move also brings additional human resources



Pressure Feed Cake Donut Depositors



Spiral Conveyors

In this issue

• **New Addition**

An acquisition expands Moline's product line.

• **Washdown Duty**

Specialized USDA equipment is designed to withstand heavy washdown.

• **Meet Sales Engineer**

Learn more about Boston-based Mike Gentile.

• **New Hires**

into the company and creates greater opportunities for all employees.

"We saw an excellent opportunity to grow the business and better serve

our customers," said company president Gary Moline.

"Moline now manufactures and markets a more complete product line – from mixer to freezer – that carry the reputation for quality we have built."

Please contact Moline Machinery's sales and marketing

department at (218) 624-5734 for more detailed information on the donut and sweet goods equipment available.

Sales Engineer Extraordinaire

As a Sales Engineer for Moline Machinery, Mike Gentile is a crucial link in Moline's commitment to customer service. Gentile works with both the commercial and industrial lines developing new opportunities for Moline's customers. He helps solve problems when an operation runs into a snag during production. Mike also maintains the network of Moline Machinery distributors.

Mike has a long history in the industry. You could say he grew up in the business – his parents owned a wholesale bread and roll bakery. Previous to joining Moline in 1989, Mike had worked with large industrial ovens. His responsibilities now run the gamut. "One day I might be selling a hand-held rotary cutter to a bakery and the next day be dealing with a 2,000 dozen / hour donut production system in a large industrial operation," he explains.



Mike Gentile

Based in the Boston area, Gentile sells, installs and services Moline equipment throughout the world. When a customer has a question, Mike helps identify where the problem lies: with the process, the equipment or the dough

itself. With an education in pharmacy and a strong chemistry background, Mike says he takes "the scientific approach" to problem-solving.

If a customer is looking to open a new plant or add a new system, Mike acts as a liaison between them and Moline Machinery's engineering department to develop a line that effectively meets that customer's needs. Mike's database extends beyond commercial mixers and industrial frying equipment. He's installed several specialty sheeting lines for Moline, proving his ability to take on the "tough projects."

Whether it's resolving a question on a line already in production or helping to put together a new installation, Mike works out the right solution. Service and support are top priorities at Moline, and Mike Gentile proves it to our customers everyday.

Moline Welcomes...



Charlie Heinmuller

Two people have joined us at Moline Machinery's plant in Duluth, Minnesota. Charlie Heinmuller and Walt Pittack have relocated from Jessup, Maryland. Both were employees of DCA, whose donut production line Moline recently purchased.

Heinmuller's position is Sales Manager-Industrial Frying Systems. Pittack is an Applications Engineer. The knowledge and experience with the newly acquired line they bring to Moline will ensure a smooth transition to production at the Duluth facility.

Welcome to the Moline team, Charlie and Walt.



Walt Pittack



NEW

Innovative Designs for Washdown Applications

Consumer demand for convenience meals of dough products with meat fillings has steadily increased in recent years, calling for traditional sheeting equipment to be introduced into USDA settings. As the need for washdown duty bakery equipment has grown, Moline Machinery has responded.

For approximately 5 years, Moline has been producing bakery equipment made to withstand high pressure washdown and the caustic solutions associated with this process.

The engineering behind the specialized lines allows for both sanitation and safety, while maintaining Moline's well-known level of reliability.

Electrical components feature special internal wiring designed

to accommodate heavy washdown requirements. The drive trains utilize washdown duty motors and high torque polymer belting.

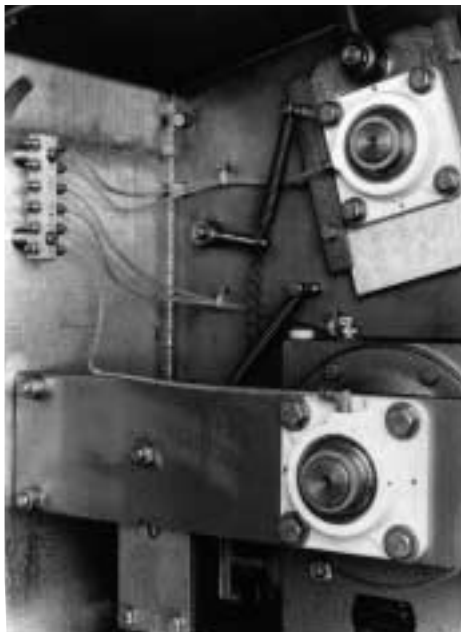
This equipment is constructed of sanitary and tough stainless steel, a hallmark of Moline quality. Mobile attachments, synthetic belts and portable cleaning trays make for easier compliance with stringent USDA sanitation standards, as well.

Sales engineer Mike Gentile has extensive experience with Moline Machinery's specialty sheeting lines. "Moline manufactures USDA sheeting lines that are able to run 24 hours a day, seven days a week, with very little maintenance. Our competitors, including European manufacturers, do not have that capability," explains Gentile.

Gentile's confidence in Moline's washdown duty equipment denotes the pride the company takes in the durability of all their products.

Moline Machinery's attention to detail on washdown duty equipment is the essential ingredient

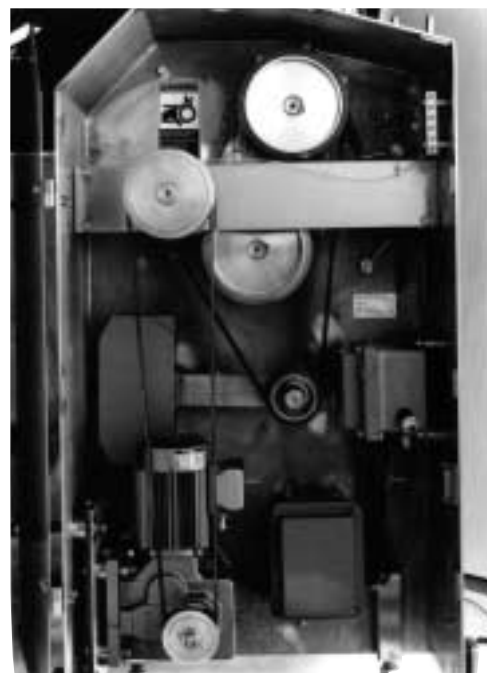
for reliable performance in harsh industrial environments.



Epoxy Coated Bearings with Central Lubrication



Electrical terminations in NEMA 4 enclosures with drip drains at low points and rubber mats to insure wires are kept away from standing water



Drive train with all stainless steel gears and High Torque Polymer Transmission Belting



Washdown Duty Sheeter



If you receive any correspondence from us in the coming months, you will likely notice our newest slogan, WORLD CLASS QUALITY. It was designed to show you, our customers, the commitment we have to produce the best quality product while providing the best quality service. This symbol will appear on our corporate letterhead as well as being incorporated into our other promotional pieces.

In the next issue of The Moline Advantage:

Specialty Sheeting Lines

Sheeting Lines have been known primarily for pastry and sweet goods production. Specialty Sheeting Lines from Moline bring automation and consistency to many of the new food products reaching the supermarket today.

24-Hour Technical Service Hotline
(218) 725-2090



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