

## Forced Convection Cooking Now Available in Cold Water Markets

This summer marks an exciting opportunity for our cold water shrimp processors. Increased yield, reduced energy consumption, improved quality—processing improvements that are now at their fingertips with the help of Laitram Machinery's FC Cooker.

Until now, only warm water shrimp processors have reaped the benefits of using the FC Cooker's unique, patented forced convection process of cooking in their operations.

But effective immediately, the FC Cooker is replacing the Model CT100 Steam Cooker in central cooking lines.

Just like the CT100, the FC Cooker is capable of feeding multiple peelers, making it problem-free to retrofit into an existing cold water processing line. Unlike the pure, saturated steam cooking environment of the CT100, the FC Cooker employs a homogenized mixture of steam and air. The steam/air mixture is forced into the sealed cook chamber, where shrimp are gently conveyed as the mixture passes over and through the conveyor belt.

Laitram Machinery has thoroughly tested the FC Cooker both in-house and in the field with cold water shrimp, and the results have been compelling. The forced convection cooking

method has proven to offer a number of significant advantages over other cooking technologies:

### *Yield Gains*

Unlike traditional cookers, the temperature of the cooking environment can be set below 100°C. With lower cook temperatures enabled, the FC Cooker delivers higher yields while still achieving target core temperatures.

### *Higher Product Quality*

The lower-temperature, homogenized mixture of steam and air allows shrimp to retain more natural moisture, proteins, and flavor, which results in fewer incidences of damaged, overcooked tail meat and in more meat being retained during the peeling process.

### *Reduced Energy Consumption*

Processors have experienced steam savings ranging from 10%-40% when switching from other cooking technologies to the FC Cooker. By consistently maintaining lower temperatures in a controlled environment, energy demands are lower.

Recent enhancements to the FC Cooker also offer the convenience of data management and extensive temperature control throughout the cooking process.



*Continued on page 3*



# Renewing Our Commitment to Our Customers



**Barry LaCour**

*New General Manager of  
Laitram Machinery*

When we talk about providing our customers with the highest level of service, we're not only referring to the skill of our field representatives: we're talking about the real commitment of every Laitram Machinery employee to helping our customers succeed.

This year, we are renewing our commitment to the Laitram Business Philosophy. The philosophy dictates that our company's primary goal is to provide our customers with the most competitive values while generating the profits needed to continuously improve our products and services. To accomplish this goal, each Laitram Machinery employee agrees to continuously strive to improve company productivity (to increase value to customers) through the collaboration of ideas, teamwork, and effort. This includes treating our customers and suppliers with respect, honesty, and fairness.

As general manager, I am responsible for ensuring that all Laitram Machinery employees share these company values. Laitram Machinery will employ only the highest caliber candidates—men and women who demonstrate daily a positive attitude, personal integrity, a strong work ethic, self-management, and an individual commitment to continuous improvement. Our business philosophy demands it.

We all know that talk is cheap; that's why Laitram Machinery will prove its dedication to customers through action. Whether customized service packages, emergency service calls, equipment and spare parts orders, or remote troubleshooting—we strongly believe that service is an extremely important part of providing ongoing value to our customers.

The recent reorganization of Laitram Machinery's management team is one initiative we've focused on to increase the value brought to our customers. The changes implemented in our management structure allow us to place a heightened emphasis on taking a global approach to technology and service.

At Laitram Machinery ApS in Denmark (where formerly one general manager was responsible for all aspects of operation), a three-person management team is now in place. To learn more about the changes at ApS and our new managers, read "New Management Structure at Laitram ApS Benefits Customers Globally" on page 3.

In Asia, Laitram Machinery recently hired two territory managers and a service engineer to better respond to that region's customer needs.

In the U.S., we've consolidated two different engineering groups into a single unit that is now better able to select and prioritize projects, maximize resources, and coordinate responses to customer needs. The changes in Denmark, in Asia, and at our U.S. headquarters enable us to provide more consistent service and better knowledge management, institutionalized across the global enterprise.

I'm always interested in receiving feedback from our customers about the ways in which Laitram Machinery can better serve them. Please don't hesitate to email me at Barry.LaCour@laitram.com or call me at any of the following numbers: office: 504.570.5200, cell: 504.450.0304, home: 504.837.2523.



*Laitram Machinery's assembly area in Harahan, LA.*



# New Management Structure at Laitram ApS Benefits Customers Globally

Laitram Machinery has recently instituted management changes in order to better approach technology and service from a global perspective. Many of the changes have taken place at Laitram ApS, the Denmark entity of Laitram Machinery.

A new three-person management team has been established to increase communication and further technology advancement across the global enterprise. Please meet the team:



**Lars Vedsted**  
*Engineering Manager*

Lars Vedsted is long-time veteran of the steel industry. As the new ApS engineering manager, Lars works closely with the automation and controls group and the U.S. engineering manager to ensure that Laitram continues to

produce high-quality products that respond to shrimp processors' needs. "With the new technology today of PLC controls and automation, we are able to develop both older equipment and new products to provide simple, viable solutions, which is the key to good equipment," he says.

To contact Lars Vedsted, email [lars.vedsted@laitram.com](mailto:lars.vedsted@laitram.com).



**Ulrik Stenkaer**  
*Service Manager*

Ulrik Stenkaer brings fifteen years of experience in the metal industry to his new position of service manager at Laitram ApS. He is also responsible for production and inventory. In this capacity, Ulrik is involved in parts sales,

provides service contracts and plans service visits, and maintains contact with European shrimp plants to ensure that their needs are served.

To contact Ulrik Stenkaer, email [ulrik.stenkaer@laitram.com](mailto:ulrik.stenkaer@laitram.com).



**Soeren Vedsted**  
*Site Manager*

Soeren Vedsted began his career as a metal worker over twenty years ago and joined Laitram ApS in 2006 when Laitram purchased the company he founded with his brother Lars, Selcon ApS. As site manager, Soeren assumes financial

responsibilities as well as management of employee and customer relations. Soeren also plays a role in the continual development and improvement of new and old products.

To contact Soeren Vedsted, email [soeren.vedsted@laitram.com](mailto:soeren.vedsted@laitram.com).

## Forced Convection in Cold Water Markets

*Continued from page 1*

### **Cooking Zones**

Within the Cooker, different temperatures may be selected for each cooking chamber. This allows the processor to have even greater control over the cooking process.

### **Data Logging Software**

Data logging software on the Cooker continuously monitors the cook time and temperature inside each cook chamber. The data may be downloaded to the user's computer for digital storage.

### **Low Temperature Alarm**

A low-temperature alarm on the Cooker's control box eliminates the potential problem of product loss due to undercooking in the event of an operational error. If the temperature inside the Cooker drops below a preset level due to a loss of steam pressure or other event, a flashing red strobe light and notice on the PLC screen will alert users to the potential hazard. Inside the Cooker, the conveyor belt will also stop during a low-temperature event until the correct temperature is reestablished in order to prevent throughput of any undercooked shrimp.

For more information about Laitram Machinery's FC Cooker, email us at [lm.sales@laitram.com](mailto:lm.sales@laitram.com) or contact your territory manager.



## Important Announcement Concerning Order Placement

Are you considering purchasing new equipment to improve your processing operations next year? If so, we would like to remind you of the importance of placing non-rush equipment and spare parts orders well in advance to allow for adequate production and delivery time.

We understand that equipment-purchasing decisions are influenced by many production and business factors, and we will always strive to meet your desired delivery dates. We ask, however, that if possible you place your equipment and spare parts orders before the end of the year to allow for our standard lead times.

Standard lead time for new equipment orders is 10-12 weeks. Please keep in mind that during peak order season, this period is sometimes extended. Standard lead time for roller orders is 8 weeks, counting from the day the order is placed until the ship date. Roller production has been in high demand lately, and we continue to service our lease customers with spare parts year-round. For these reasons, we ask that you please allow for an 8-week lead time when ordering parts for annual overhauls.

Allowing the recommended time lead time for orders will ensure that your expectations are met and that we are able to continue providing you the high-quality equipment that you need.



## EVENT CALENDAR

### The Cooked Shrimp Processing Certification School

March 10 - 12, 2009

Laitram Machinery Headquarters

Harahan, Louisiana USA

[www.laitrammachinery.com/Shrimp\\_School.aspx](http://www.laitrammachinery.com/Shrimp_School.aspx)

### Seafood Processing America 2009

March 15 - 17, 2009

Boston Convention & Exhibition Center

Booth #1569

Boston, MA

[www.seafoodprocessingamerica.com](http://www.seafoodprocessingamerica.com)

### Seafood Processing Europe 2009

April 28 - 30, 2009

Parc des Expositions

Stand #5561

Brussels, Belgium

[www.europrocessing.com](http://www.europrocessing.com)

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