

## SUCCESS STORY



## PREMIUM TECHNOLOGY FOR METAL DETECTION



Almost a synonym for namkeen (Indian Salted Snacks), and nostalgia for many, **HALDIRAM'S** is the undisputed market leader in several categories in India. The brand has a presence in over 60 countries world-wide, and is known for the following array of products.

### THE BEST SAVOURY SNACKS ON HALDIRAM'S MENU



Bhujia. Haldiram's started by making Bhujia



Mixture



Peanuts. India's favorite chakhna



Chana Jor Garam



Aloo Bhujia



Diet Mixtures



Dry Fruits Mix



Tasty Nuts



Panchratan Mixture

**HALDIRAM** has reached and maintained this leadership position through a keen understanding of the Indian consumers' mind and taste. This insight, combined with an appetite for the highest quality at affordable prices, brought HALDIRAM and **LOMA** together.

### METAL INSPECTION HACCP:

One of the key aspects of high quality is food safety. Inspection is part of Hazard Analysis Critical Control Point (HACCP). This means that every food product needs to pass through a metal detector to check for metal contaminants, before it can be passed as "food safe".

HALDIRAM started upgrading their production units in line with the most stringent regulations, also to comply with FSSAI standards. They evaluated various manufacturers of Metal Inspection systems on the following parameters.

- (1) Sensitivity: Fe, Non-Fe & SS
- (2) Reliability: Metal detector should perform under all conditions without false triggers
- (3) Support: Prompt installation & periodic calibration check-ups, to meet any audit standards
- (4) Ease of operation: set-up of the inspection unit, and setting it for various product signals

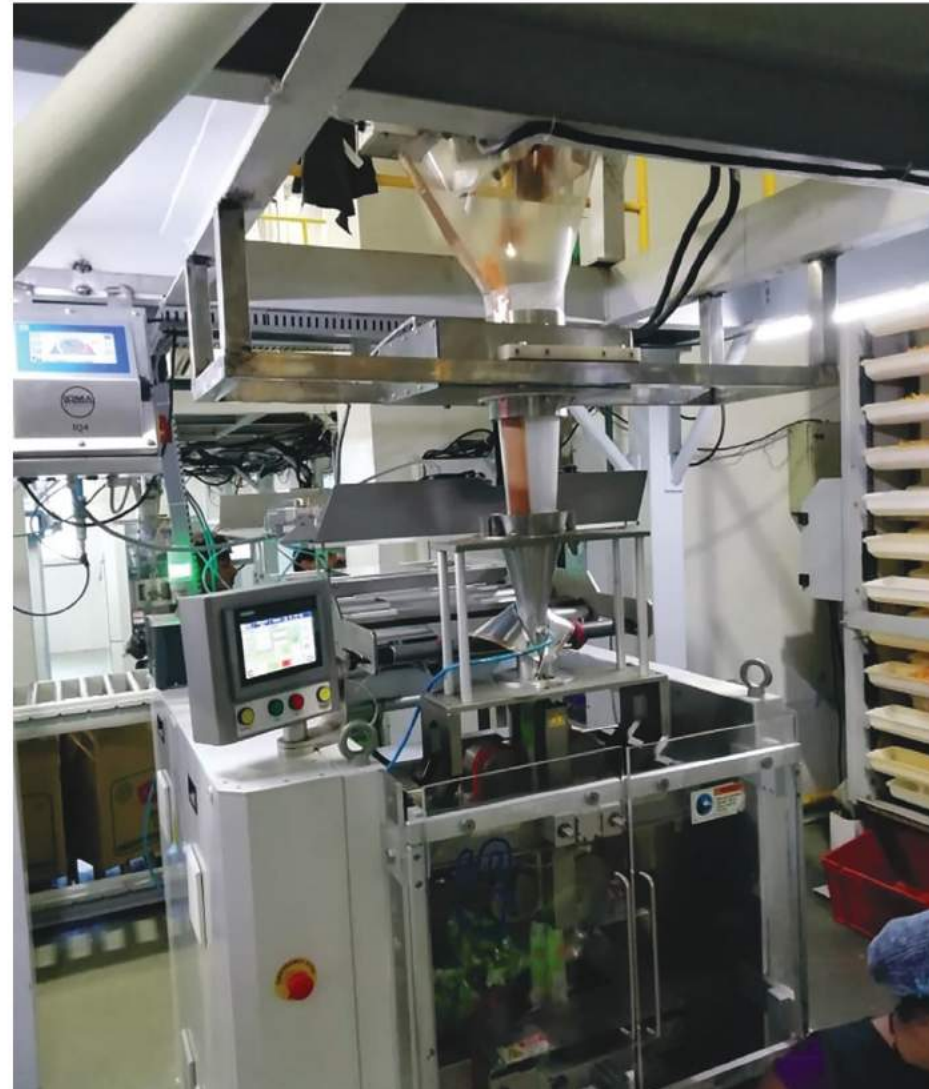




LOMA SYSTEMS was the clear & obvious choice for HALDIRAM. Established in 1969, to test, design and manufacture inspection systems for the food, packaging & pharmaceutical industry, LOMA sets the industry standards across the globe.

LOMA, now part of the US based \$ 11 Billion ITW, has also assimilated LOCK INSPECTION SYSTEMS into their fold. Backed by pioneering developments, LOMA also supplies Check-Weighers & X-Ray machines (apart from Metal Detectors).

LOMA is the 1st company in the industry to receive the ISO 9001 certification. They are known for unparalleled technology, the result of continuous and far reaching R & D, to meet production goals.



### APPLICATION:

HALDIRAM wished to inspect the namkeen just before packaging, for highest sensitivity. LOMA offered 2 solutions.

- The vertical fall with an integrated reject i.e. the Insight VF or IQ4
- Wafer Thin Throat type metal detector i.e. the Insight C5 and the newest generation IQ4

Moreover, the requirement was to integrate LOMA machines with hundreds of existing packaging machines, which made it all the more challenging. Having worked with the most renowned packaging companies globally, LOMA had sufficient experience to provide systems from it's portfolio with best in class sensitivity and metal free zone. LOMA decided to place the metal detector between the multi-head weigher and packing machine, while taking care that external vibrations & magnetic fields do not interfere with the performance of the machine.

The rejects, in case contamination was detected, would be the double packs.

HALDIRAM was not easily convinced about our solution, having tried other machines. Two major challenges were the limited vertical space available and the high level of salt content in the product. LOMA sent a trial unit to their factory, which was installed and tested under rigorous & adverse conditions, with outstanding results. This, along with strong service support, was the deciding factor.

### VEDIC PAC SYSTEMS

A long-standing partner for LOMA, was involved from the very beginning, starting with the inquiry, installation, successful trials and service support. The machine selected for trials was the Insight C5, which was installed in the least vertical space and tested for the most difficult product, for almost 6 months.

VEDIC PAC SYSTEMS have a team of qualified service engineers across the nation. The engineers are trained by LOMA systems in the UK, on the newest machines & technologies. Moreover, VEDIC PAC SYSTEMS keeps necessary & critical parts for all the models in use, and is on way to keeping two machines on standby for emergencies.

HALDIRAM today are satisfied users of both the Insight C5 and IQ4 machines from LOMA. They have almost 600 machines at all their plants across India, with prompt support from VEDIC PAC SYSTEMS.

### LOMA KO LOCK KIYA JAYE?

For more information, please write to [loma@vedicsystems.com](mailto:loma@vedicsystems.com)

## LOMA MACHINE PORTFOLIO



IQ4 Rectangular Search Head



IQ4 Conveyorized Metal Detection System (Non Meat)



IQ4 Pipeline Metal Detection (Non Meat)



IQ4 Pipeline Metal Detection



IQ4 LOCK-PH Metal Detection



IQ4 Vertical Fall Metal Detection



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