

# Fruit giant chooses brüel

## - a case study

### Giant fruit producer chooses highest washing performance

#### The customer

The co-operative Juval has 283 members with an annual production of nearly 45,000 tonnes of apples. This makes Juval one of the biggest apple producers in Northern Italy.

Being a quality-conscious producer, Juval is a member of the VI.P. and VOG associations. VI.P. is the association of fruit and vegetable co-operative societies in Val Venosta positioned approx. 20 km south of the Austrian-Italian border. With more than 2000 sunshine hours a year, the valley is an outstanding area for the production of apples. The association consists of ten co-operatives with almost 2,000 individual producers. One of these ten co-operatives is Juval. VOG is an association of fruit co-operatives in South Tyrol and with 26 members it is the biggest marketing organisation for apples in Europe.

#### The challenge

As a result of constantly increasing demands on quality and hygiene from consumers and new EU legislation (EU VO 852/2004 which came into effect on 1 January 2006) Juval took the decision to invest in a fully automated tunnel washing machine for the cleaning of their large (1120mm x 1120mm x 760mm) fruit containers. Because of the heavy soiling of the fruit containers, particularly with soil and mould, the project presented real technical challenges in achieving a demanding washing performance specification.



brüel washing concept meets demanding washing specifications



In-feed: heavily soiled containers



Highly efficient rotary spray system



In-feed device ensures empty boxes



Screw filtration ensures highest cleanliness



Out-feed: containers without soil and mould

### Cleanliness of containers and economic efficiency

#### The solution

brüel international was awarded the contract to supply the new washer. A project team from VI.P., VOG and Brüel worked closely together to develop a high performance washing machine which was supplied to Juval and successfully put into operation. The new washer has a capacity of 85 boxes per hour and includes an 180° turning device on the in-feed, ensuring that the boxes are emptied of debris before they enter the washer. The washer also incorporates Brüel's screw filtration system and a specially designed rotary and moveable spray system with an operating pressure of 11-12 bars. Juval are delighted with the washing results:

*"The cleanliness of the containers as well as the economic efficiency of the machine has fully met, if not exceeded, our expectations. Thanks to our cooperation with Brüel we have achieved a competitive advantage over our competitors in the market",* said Juval's Chairman Luis Alber and Director Peter Stricker in a joint statement.

As a result of the success of the Juval project, Brüel has already secured further orders for similar equipment and believe that this type of washing equipment will find wider application beyond just apples and be of interest to producers of vegetables and other types of fruit world-wide.