

www.myFMCFoodTech.com: Online Equipment Management for Frigoscandia Equipment and Stein Products

As businesses continue to adopt online processes, FMC FoodTech has been busy examining and growing its e-business services to help customers do their jobs.

The company has taken its first step by building www.myFMCFoodTech.com, a customized Web site for new Frigoscandia Equipment products, as well as a catalog for Stein customers. The site allows customers to manage their equipment buying and maintenance processes online, which helps improve maintenance and parts ordering processes specific to each company.

“Our goal is to provide our entire customer base with one-stop shopping and services across our entire product line,” says Jerrod Larson, Web applications specialist. “We presently support new Frigoscandia Equipment products on this site with machine-specific spare parts lists and online manuals, and we built a parts catalog for customers with Stein equipment for quick parts ordering. But this is only the beginning — eventually customers will have access to a host of other tools and machine-specific documentation like online electrical drawings and service reports.”

Inside myFMCFoodTech.com

Customers who buy new Frigoscandia Equipment freezers or Stein machines are given a unique user ID and password for myFMCFoodTech.com so that the site recognizes them by

name and company in a secure environment. After logging in, customers can access a comprehensive overview of their equipment and a wealth of electronic resources including downloadable operation and maintenance manuals and spare parts lists, which they can use to order replacement parts using a standard online shopping cart.

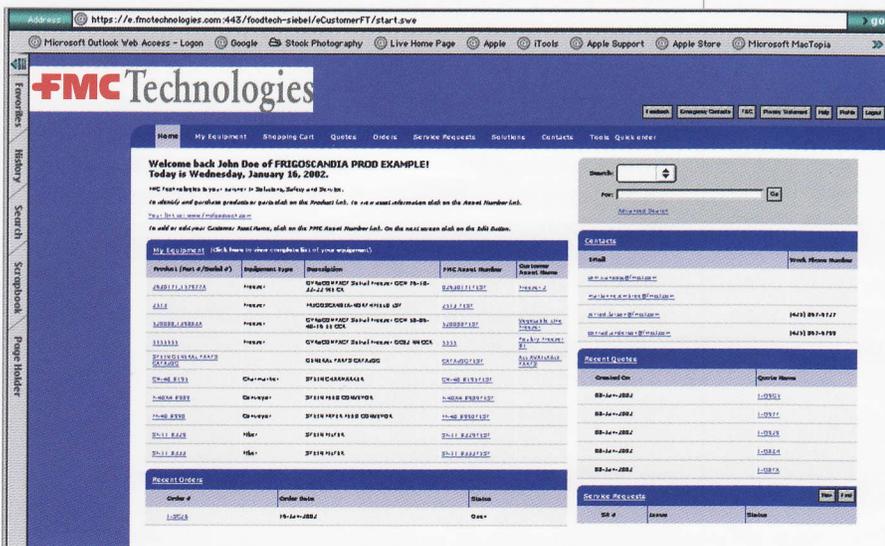
“The tools we have implemented on the site are based on our experiences with customers — what they have asked for and what their business processes are,” says Larson.

A unique feature of the site is the ability for one employee at a plant to create a parts quote and have those quotes approved and converted to orders by a supervisor. Other features of the personalized site include order tracking and a list of contacts at FMC FoodTech.

“FMC FoodTech’s equipment has always been somewhat customized to individual customer needs, which can make it difficult to keep track of what parts go into certain machines,” explains Thomas Lundqvist, productivity solutions manager. “When customers buy a new freezer, myFMCFoodTech.com shows them what parts they have, what spare parts they need to reorder and whom to contact for online help when necessary.”

Currently, nearly 30 customer companies use myFMCFoodTech.com to place the majority of their orders. Those orders not placed online largely consist of emergency orders, which FMC FoodTech still encourages customers to place by telephone for prompt attention.

“myFMCFoodTech.com builds an easily accessible order history online rather than allowing all of that information to reside with only one person in a plant,” says Larson. “The high turnover rate within the food industry is a common problem for our customers, so this tool reduces the knowledge loss resulting from a person leaving.”



(continued at top of page 7)

www.myFMCFoodTech.com provides individual purchasing history at a glance.

Customers can order spare parts, upgrade equipment, and find service manuals at myFMCFoodTech.com

IT + Information = Productivity Solutions

In addition to expanded equipment offerings, FMC FoodTech's future plans for the site include the ability to schedule service appointments, store maintenance records, and monitor in-stock products and live order tracking status. Furthermore, customers who want their previous equipment as well as their new purchases catalogued on the site can have that information entered for a nominal fee.

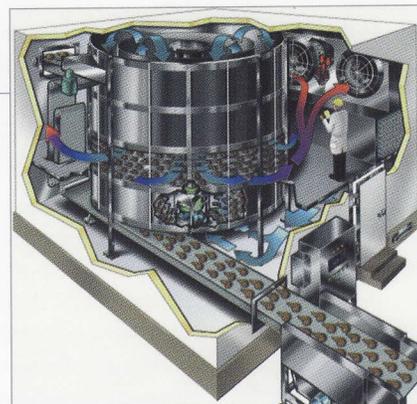
But the Web site is not the only tool in the works at FMC FoodTech. Experts like Lundqvist are developing solutions that will eventually allow customers to fine-tune their processes so precisely that the equipment can automatically adjust to different performance situations, as well as run and analyze reports on topics such as compliance and performance.

"myFMCFoodTech.com is only the tip of the iceberg in what we call productivity solutions," promises Lundqvist. "Everything we do in the arena of information technology is designed to

help our customers run their business better and more efficiently. Our ultimate vision is to provide technologically advanced solutions to our customers that will link the entire equipment line together as one fluid process."

According to Lundqvist, long-term visions for the future include developing machinery so technologically advanced that FMC FoodTech will be able to help their customers to run their lines by remote access.

"We believe in looking to the future, and there are tons of opportunities to explore in this area," says Lundqvist. "Our commitment to our customers pushes us to lead that exploration day in and day out." ■



Food Safety: A Team Effort

As guidelines for food safety become more similar from country to country, and government standards become more global, food safety in the food processing industry is not only a key factor, but also can make or break a company.

While companies work to meet and even exceed these standards, FMC FoodTech recognizes the food safety challenges facing food processors and is committed to delivering food safety services, solutions and training that can help reduce avoidable food-borne illnesses caused by listeria, salmonella and E.coli.

To fully meet customers' needs for education and training, FMC FoodTech recently hired Dr. Nahed Kotrola as food scientist. In her new position, Kotrola works with a variety of experts on food safety issues, including Dave Smith, new product development manager, and Dick Stockard, senior food technologist, both in the company's Redmond, Wash., R&D facility; and Sten Pahlsson and Maria Martensson, director of new

process development and assistant product manager, self-stacking spiral freezers, respectively, in the company's Helsingborg, Sweden, office.

Focus on Food Safety

"Food safety has always been the core of FMC FoodTech — our equipment has been designed with built-in safety measurements for many years," says Kotrola. "For example, Frigoscandia Equipment developed and patented steam pasteurization in conjunction with Cargill to reduce carcass contamination and assist plants in meeting FSIS regulatory requirements. Today, approximately sixty percent of the beef carcasses in the U.S. are treated with Frigoscandia Equipment Steam Pasteurization systems to help

reduce the risk of E.coli O157:H7 and other food-borne pathogens."

Currently FMC FoodTech is adopting the ANSI/NSF/3-A & EU guidelines for sanitary design by working with an equipment design task force committee and partnering with customers in the meat and poultry processing industries to meet their specifications and assist them in complying with the regulations. According to Pahlsson and Martensson, traceability is a critical issue in Europe as a result of the recent events involving mad cow disease, GM ingredients, and foot and mouth disease. FMC FoodTech's European food safety team is actively participating in key EU organizations such as SIK/CCFRA's.

(continued on page 8)