

SanoRice chooses KAESER compressors

# Rice cakes with a bite



With plants in Italy, Belgium and the Netherlands together manufacturing in excess of 3 billion product items per year, SanoRice is the world's largest private label producer of puffed rice, corn and multi-grain crackers. Using state-of-the-art technology, the necessary compressed air supply is in the safe hands of KAESER KOMPRESSOREN at all locations.

SanoRice is a family-owned business with its head office in the Netherlands (Veenendaal) and subsidiaries in Belgium (Zottegem) and Italy (Borgo Vercelli). Originally trading under the name Reforma, the Dutch company's road to success began over 30 years ago, with the production of rice cakes, which were initially only sold via health food shops. Today, more than 450 employees at the three European locations produce approximately 12 million rice cakes every day. Theo Hey, responsible for technology and projects at SanoRice, predicts enormous continued growth potential for the company. "Rice cakes are healthy, cheap and low in calories. Their increasing popularity is also related to expansion of the product range in recent years and the increased demand for organic products".

**Left:** The cakes receive the finishing touches, with a coating of chocolate or yogurt. **Centre:** Three new KAESER compressors dominate the compressor room at the SanoRice plant in Veenendaal, which now has more than double the original floor space. **Right:** The rice cakes are a delicious, healthy snack.

## Organic products growing in popularity

Organic products are growing ever-more popular throughout the world. SanoRice is also wholeheartedly committed to this trend, with over half the product range being made with organically sourced raw materials. The production facilities have all been certified individually for organic products; this certification confirms that neither fertilisers nor pesticides are used on the fields where the organic raw materials are grown.

## Highly sophisticated technology

Careful selection of the raw materials is one





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stage of the value chain. This meticulous approach continues throughout the entire production process at SanoRice. Wilco van Doorn, a technical specialist with years of professional experience at SanoRice under his belt, knows more than any other about the ins and outs of rice cake production. "We developed most of the machines here ourselves, including the ovens in which the crackers are baked at high temperatures. Pneumatic moulds give the cakes their pristine round shape and sharp edges", says

the production specialist. The cakes are transferred from the ovens to the packaging lines via internal conveyor systems, either directly or via other processing stations (e.g. to be covered in chocolate). "Since we work with different types of packaging, we use specific modules, which we connect to the assembly line, depending on the type of packaging. We link the module controllers together by means of a network to ensure efficient production. When switching to another product and/or a different type of

the new compressors. We reached out to three manufacturers and it became clear that KAESER was head and shoulders above the rest on every level".

### High efficiency

The new compressor room in Veenendaal is now home to a DSDX 302 SFC variable-speed rotary screw compressor and two DSDX 305 fixed-speed rotary screw compressors. All compressors at SanoRice are equipped with heat exchangers. The

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packaging, we modify the configuration of the modules", Wilco van Doorn explains.

### Putting compressor manufacturers to the test

Throughout the entire production process, care is taken to meet the highest quality standards. These exacting requirements also apply to supplying the compressed air needed for the numerous production stages. "When we started expanding the Veenendaal plant four years ago, it was obvious that we would require increased compressed air capacity", Theo Hey recalls. "The existing compressors were insufficient to meet the near-double compressed air requirement of the new plant. All movements are controlled pneumatically, particularly in the ovens, while plenty of pneumatic systems are integrated in the packaging lines. Without compressed air, production comes to a complete halt. Therefore, it was important to consider carefully who would supply

thermal energy generated by the compressors is used to heat the process water or cleaning water. Moreover, the system is connected to the heating circuit used to heat the premises.

Since it is a food production environment, the compressed air must comply with the most rigorous quality standards in accordance with DIN ISO 8573-1, for which the downstream dryers and filters are responsible. A large air receiver ensures consistent pressure throughout the system.

"A huge advantage, and one that heavily swayed our decision to choose KAESER, is the excellent collaboration. Since we cannot afford any unscheduled production downtime, we occasionally require some highly creative solutions when it comes to planning service and maintenance. Here again, we can completely rely on KAESER", says Wilco van Doorn.



Photo: SanoRice



Photo: Fotolia