

# MOBA



THE PARTNER FOR PROFIT

A successful project starts with a good plan. Moba's sales force has years of experience as "solution provider".

Offices on all continents combined with a worldwide agent network provide local assistance, service and parts on a global scale.

By a long, worldwide experience Moba has grown into an authority in the international egg business.



## A worldwide organisation with a personal touch

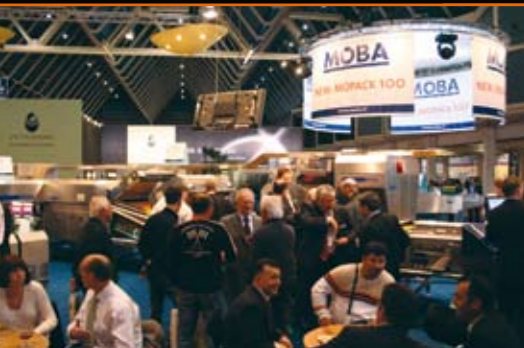
Moba is the world's largest manufacturer of egg grading and packing machines. The company has its offices in Barneveld, the Netherlands. The development, design and manufacturing of all Moba machines take place there.

Moba is part of Egg Handling Systems b.v. whose main office is also in Barneveld. There are sales and service offices operating from the United States, Malaysia, Japan and the United Kingdom.

Moba makes use of an extensive network of agents to support its branch offices. A conscious choice based on the conviction that this is the best possible way to anticipate specific market wishes and requirements. The dialogue with our clients is as effective as possible due to co-operation with a worldwide network of agents. The result, on the one hand, a tailor-made solution for each customer, and, on the other hand, it is possible, due to the

personal contributions of our contacts all over the world, to implement structural modifications and improvements to our equipment which benefits all our customers.

In this way our customers contribute to the quality of the machines which we supply worldwide, under the name 'Moba'. A name that means a tailor-made solution.



The Moba factory has become the worlds largest manufacturing facility of egg-grading and packing equipment.

Plastics are valuable materials for food processing in machines. All plastic parts are designed and produced at Moba.

Moulds for synthetic parts production are designed and produced in house. This ensures the highest quality standards for specialised products.



## Strong roots in the past for an innovative view of the future

Our story starts in 1947. In that year, the first machines were built under the name 'Moba' for the egg and poultry industry. Fifteen years later, in 1962, the first pioneering ideas took shape to turn the existing manual packers into fully-automatic egg-grading machines. In 1970 Moba marketed the first machine which could automatically grade and pack. New developments quickly followed, for example the 'balance': its use as a weighing device and also as a means of transport brought Moba worldwide fame. These methods developed for individual egg handling – the 'Gentle Touch' – became the trademark of Moba.

In 1993, the 'Omnia' was introduced. This machine was the first to combine the dependable principles of individual product handling with modern computer techniques. Expansion using innovative techniques which enabled deviations in products to be recognised (autocandling) made the Omnia family the basis for a new series

of machines. These machines could process batches of eggs hygienically and quickly with a high level of quality, what was considered impossible in the past.

Efficiency is a major factor for more and more customers and they therefore demand the very best from our machines. A challenge which continues to stimulate us to offer the best possible solutions by using innovative, refined techniques to stay a step ahead of market requirements. Much is still to be achieved in the field of processing packaged eggs when it comes to computerisation and optimisation.

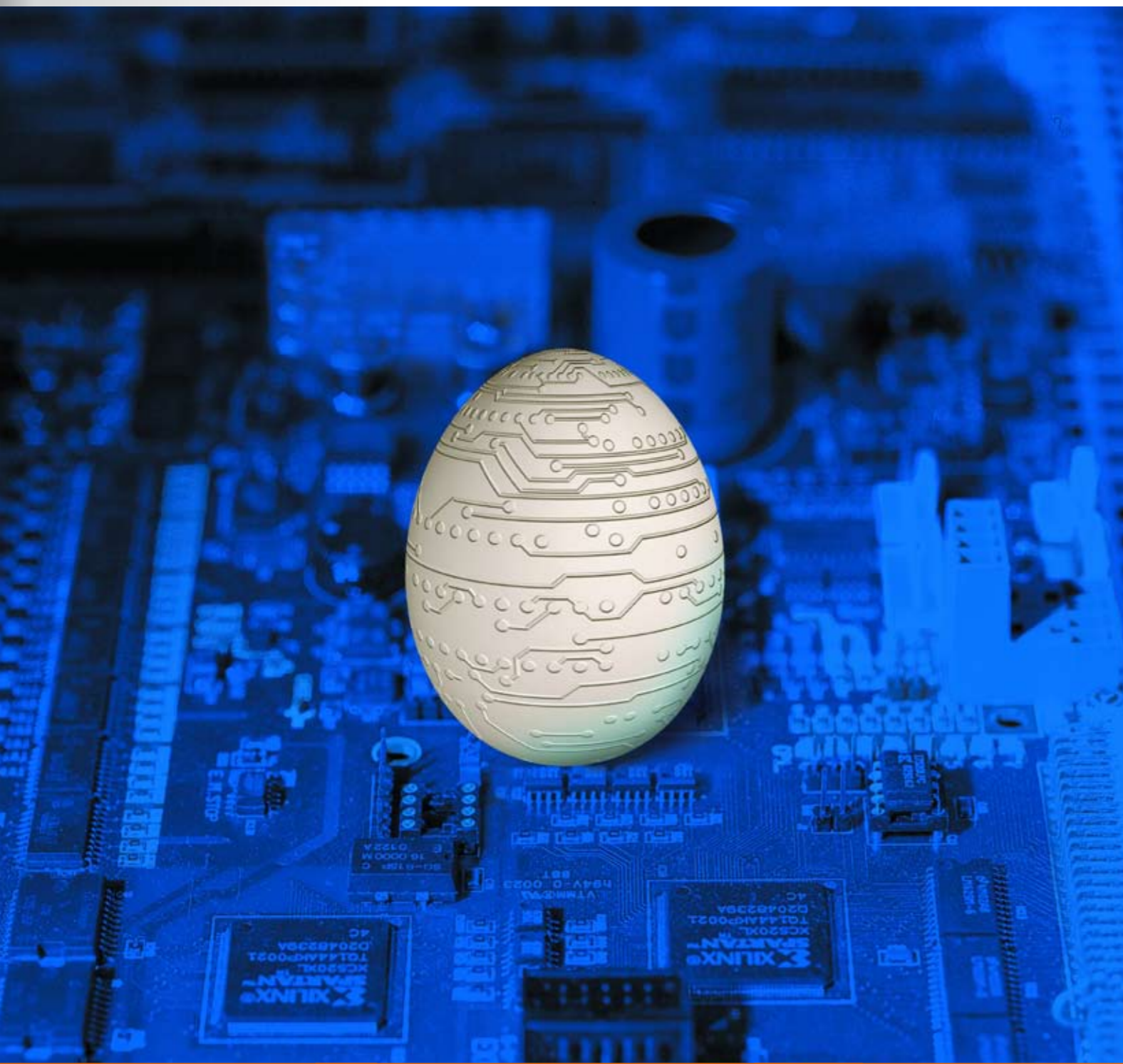
The Autopack programme is fully focused on this area. Not only through the design of machines which are able to process different types of packaging but also through flexible logistical solutions which are adapted to our individual customers requirements.



Powerful software and modern electronics transform high-tec systems to easy-to-use functions for our customers.

Moba's Magnetic Crackdetector is famous for its high accuracy. Placed above the egg-flow, it is not sensitive to pollution.

The patented Hygienic roller prevents cross-contamination and removes leakers directly from the infeed.



## The innovative power behind the best solutions

In order to be able to fulfil what we promise – a tailor-made solution – and to be able to maintain our lead so that we can offer the best possible service to our customers, we have to have extremely specialised knowledge. Scientific product expertise, knowledge of machine programming and knowledge of the possibilities of information exchange with external systems. This requires investment, specialist employees and close contact with external sources of knowledge such as poultry and macrobiotic scientists.

Where previously the package of requirements was based on functionality, factors such as safety, hygiene and ease of operation are playing an increasing role. That is, after all, what our customers are confronted with in the form of increasing (government) quality requirements on their products and on the welfare and safety of their employees. An apparent paradox – everything must be faster and better but with a lower investment

per end product – but it is, quite simply, today's reality.

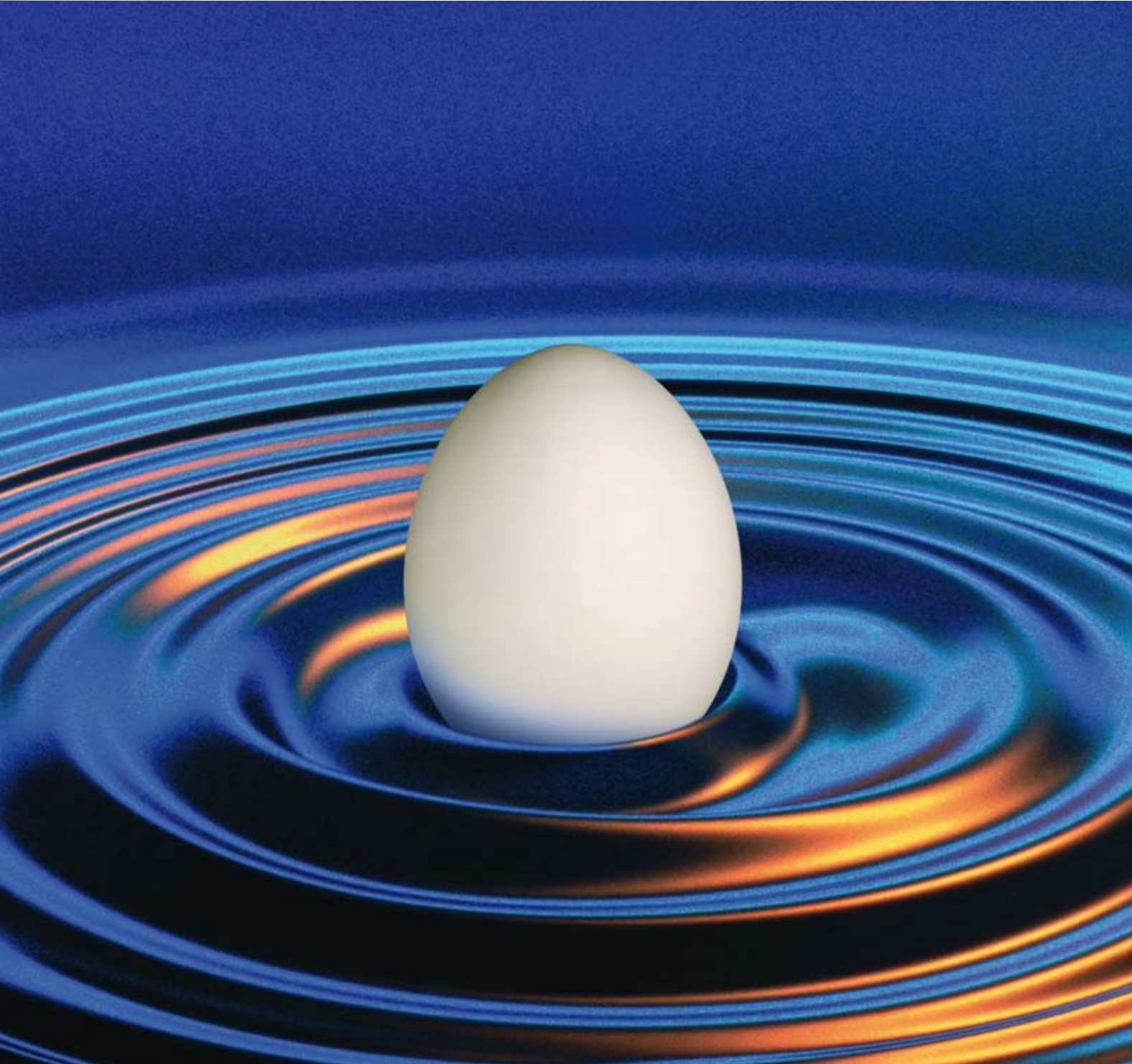
Our response: machines which more than meet the demands of the time thanks to the use of innovative techniques. Techniques which are of such a universal nature and so widely applicable that they are also used outside the egg branch.

In addition to all the designs, all the specific components are also produced "in house". We have our own injection moulding plant for plastics and an extensive sheet-metal workshop where high-quality components can be manufactured. We are even able to manufacture our own precision moulds. The most modern computer techniques ensure that the route from design to product is taken not only as efficiently as possible but also ensures the best possible quality and precision.

Online modem assistance by the Service Helpdesk.

Moba's Training Center facilitates courses from basic machine operation through to troubleshooting.

Modern production equipment in the factory combine latest technology with tailor-made solutions for our customers



## The focus of our organisation is our customer

As previously mentioned: our basis is in the market, with our customers. This is only logical if, like us, you decide on customer-oriented solutions, and then standard products are not justified. A major link in this is formed by our local branches and agencies which supply us with the information we need. What is going on in the market and what are the concerns of our customers?

A sizeable team of field engineers maintains operational installations world-wide and an expert helpdesk ensures 24 hour support.

Our Area Sales Managers are supported in this by a team which comprises both seasoned market and machine specialists and technicians who are able to translate in turn the desires of the market into products. We therefore work in a flat – but particularly amicable – organisational form on the best possible flexible solution for the customer. In Barneveld, where production takes place, we are able, thanks to modern CAD-CAM techniques, to manufacture customer orders very quickly and are thus able actually to produce a customer-oriented product.

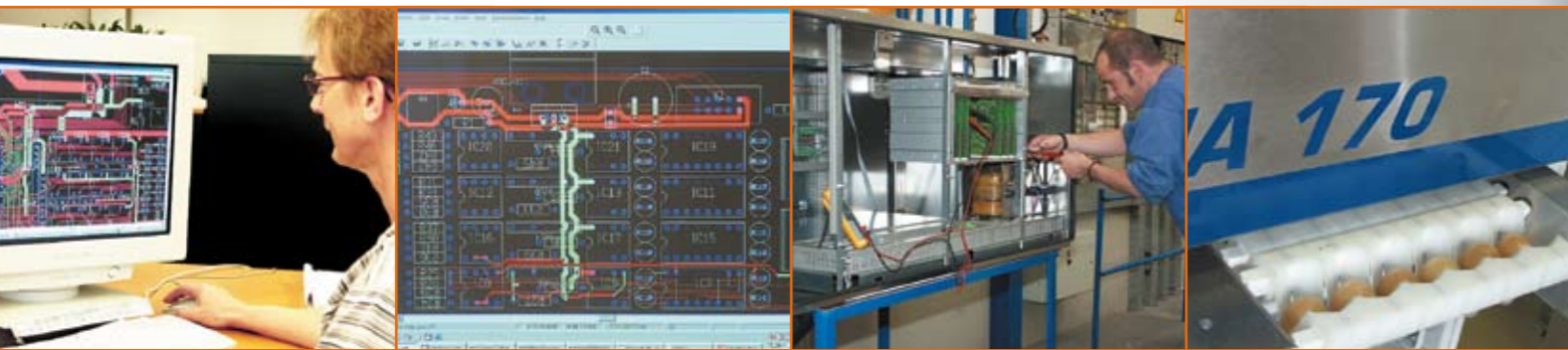


## Co-operation which produces results

**MOBA**

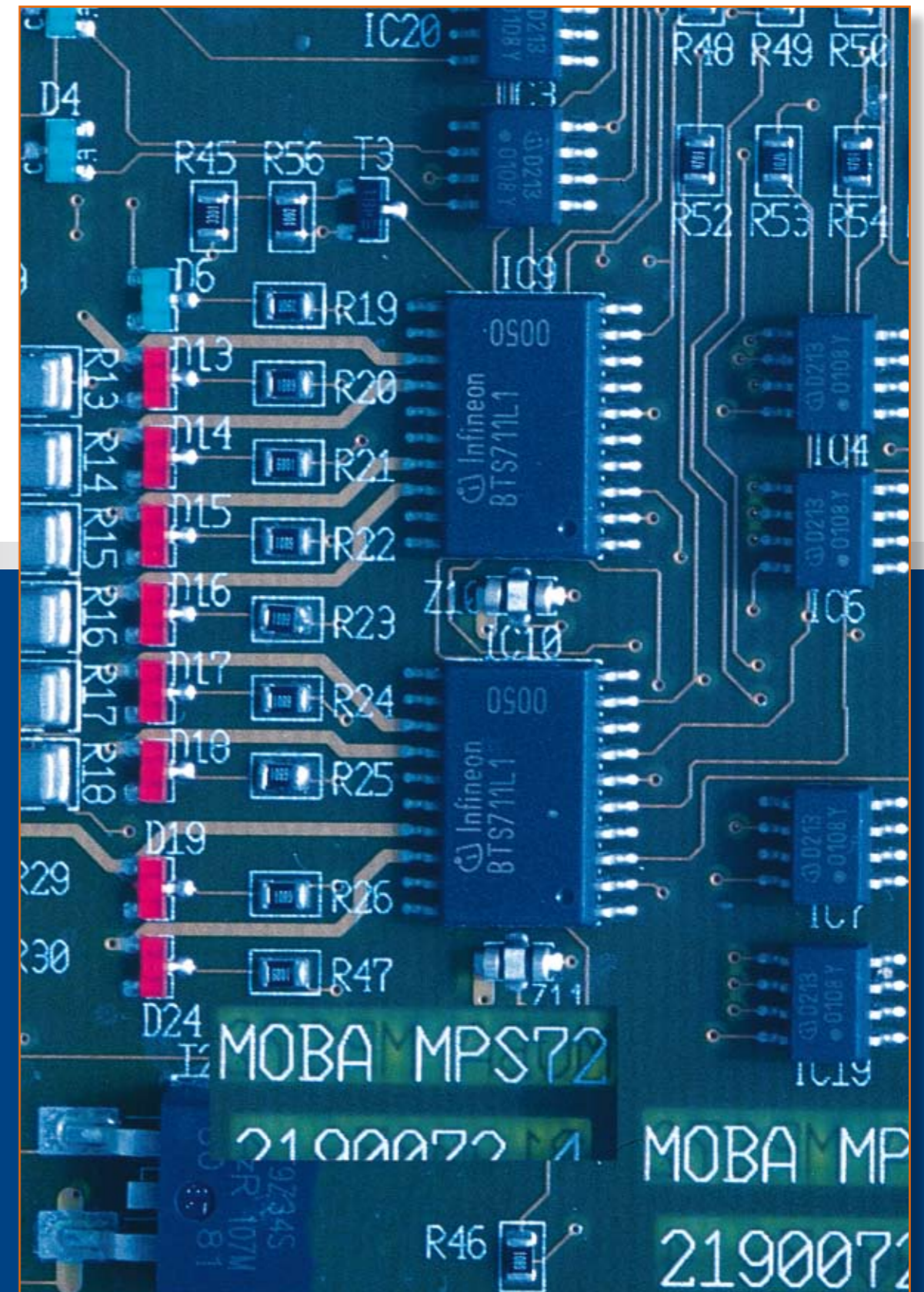


Eggs are delicate products. In order to apply the best techniques for egg-handling and food safety, the manufacturing of synthetic machine parts is one of the core competences of Moba. After design and modelling with 3D CAD tools, moulds are generated with computer linked production facilities. The so created moulds are manufactured and tested by skilled experts; specialists who combine high-tec with craftsmanship. A dedicated in-house production facility produces all synthetic parts to the highest quality standard. The end result is perfect individual egg handling: "the gentle touch".



Individual egg handling is not only about mechanics. The unique process in Moba machines facilitates an enormous potential for automation. Computer controlled machine electronics "know" where each egg comes from and where it is going to, accurately on the egg and box. No wonder that the electronics department is one of the leading disciplines when it comes to new developments. Only when complex market demands can be reduced to orderly arranged operator functions that seamless integrated electronics and mechanics, "a concept" can be successful. With a well balanced research program, Moba is confident in staying a "Partner for Profit" for its customers.

Because practical experience is, in our opinion, the best teacher, all new products are tested with customers in the field under the watchful eyes of a team of technicians from the development departments. The practical results are then incorporated into the final design. Our customers therefore contribute to the composition and quality of our product range. We train our customers' employees at our Moba Technical Training Center in Barneveld, before the new machines are made operational. Co-operation between manufacturer and customer which, in our eyes, leads to the best result.





## THE PARTNER FOR PROFIT

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