

MOBA NewsGrader 21

August 2008



**The Omnia 500
sets new
standard**

PAGE 2



**OvoPro
egg processing
perfection**

PAGE 3



**New release:
Omnia
Interface**

PAGE 4



Omnia FT 500 very well accepted in egg market

After the introduction of the Omnia FT 500 on the IPE 2007 in Atlanta, Moba can confirm the acceptance of this high capacity egg grader by the international egg market. This machine with its 180,000 eggs per hour (= 500 cases per hour) is the highest capacity grader currently on the market.

Because this machine was originally targeting the traditional high volume inline operations in North America, it is surprising to see how quickly this high end equipment is found to be a suitable solution for other markets as well. The best proof is that since its introduction, 11 machines have been sold in countries such as Spain, Russia, The United Kingdom, Mexico and The Netherlands amongst others.

Recent sales to Hickman, Rose Acres and Schipper in the USA is for Moba the ultimate proof that Omnia 500 is setting new standards, even in the highly developed USA market. These companies send teams over of their specialists over to Holland to inspect production of Moba equipment as well as being informed about all details. Moba is proud of the conclusions of these teams: "With the Omnia 500, Moba combines all sophisticated egg handling and control functions with a true high volume machine!"

Interesting to see is the various ways and reasons for implementing this high grading capacity: Many companies focus on maximum efficiency and thus strive after a net output capacity close to 180,000 eggs per hour. This is very well possible, even in inline situations; over longer periods of time 97% to 98% efficiency is no exception on Omnia 500. Other companies prefer to work with over-capacity, not only for

future needs, but also avoiding "traffic jams" in this way. As long as the machine is "pulling" and offers more capacity as the inline equipment can bring to the grader, the egg transport conveyors in the houses never come to a stop. In such a way the number of cracks created on conveyors can be significantly reduced in some housing systems. And over hundreds of thousands of eggs per day, 1% less hairline cracks can make a big difference!

Also interesting to see is the various configurations that are being sold. With Omnia's standard capability is to be equipped with many packing-lanes (max. 24), manual packing is not a problem, not even at 180,000 eggs per hour. Still, many of these high capacity machines are sold with similar packing lanes than for example an average Omnia 330. The key to this magic is "Autopack". With a whole range of casepackers available, Moba is able to automate the whole or a part of the packing process behind the machine as well. Taylor made configurations, fit to specific customer requirements, create high volume output channels for the graders and combining this with staff reduction around the machine. Add this to a reliable and constant packing quality and all ingredients for a fair return on investment are there.

On the cover of this Newsgrader you can see the CP12, one of Moba's recently introduced casepac-

kers. In more than 50% of the Omnia 500 projects Autopack end packing is involved, proving that smart combinations of grading and packing equipment can make compact, reliable and still very flexible solutions for the egg industry.

This CP12 was shown on the recent Expo Aviga in Barcelona, Spain, and will also be on display at Eurotier 2008 in Hannover. At the Eurotier also the introduction of a brand new loader generation is planned, also fit for Omnia 500 machines!!! You will read more about this foodtec loader, with amazing innovations regarding egg handling, later this year.



Our new partner in egg processing: "OvoPro"

OVOPRO
EGG PROCESSING PERFECTION

Within Moba a slogan was launched: "From machine builder to solution provider". A more project-driven approach has proven to be a strong basis when it comes to handling complex requirements of our customers. So far, the ambition of Moba to become a provider of total solutions was restricted to shell eggs. The motto was that it was better to be a specialist in a niche of the market than a generalist who knows a little about everything....

This vision is continued and while Moba expands its activities on shell egg handling, a newly founded sister company "OvoPro" does exactly the same for egg processing: focussing on the breaking, pasteurising and further processing of egg products. Focussing in this area means: in depth knowledge. Different as from shell eggs, in case of egg processing the egg and their properties are transformed into other products and the processing recipes for this are crucial. Only a team that knows all about the process is able to select the right equipment for the job.

In OvoPro, world leading specialists with long time experience are ready to cover the global demands on egg processing in the most adequate way. The solid basis of OvoPro

consists of an American team with an excellent track record going back for more than 15 years.

Being a 100% affiliate OvoPro links in with the strong service and sales network of Moba. With our many offices with well trained engineers and various spare part warehouses around the globe, we team up to be at your service for a true one-stop-shopping-address for all your egg related projects, from grading and packing to processing.



For more information take a look at www.ovopro.com

Finding ways to stay ahead

In January 2008 the Rally Dakar was unfortunately cancelled due to safety reasons. Moba as a sponsor of this event was very disappointed just as our Ginaf Rally Power Team when they found out about the cancellation, but as always safety is priority number one. Never the less the GRP (Ginaf Rally Power) team was determined not to give up.



On 20 April – 26 April 2008 the GRP team went towards Hungary and Romania with 3 trucks to compete in the Central European Rally. The Central European Rally was a good opportunity to test their skills and get them ready for the next big event. All 3 teams did well during the Central European Rally. The truck of Wuf van Ginkel did extremely well and finished second in the overall ranking. In total 34 competitors participated, so this result is very promising for the upcoming big event.

When everything goes as planned, the Ginaf Rally Power Team sponsored by Moba can be admired in 2009, Argentina- Chile. The team will start in Buenos Aires on January the 3rd and the rally will set course to Chile, across the Andes and will return via the Atacama

desert to Buenos Aires. Although the rally is not held in Africa the name of this rally will still be "Le Rally Dakar". This is the first time in 30 years that the Rally Dakar is not held in Africa. The South American soil is different to the African soil. With more than a thousand kilometers of special stages and difficulties scattered on the whole course, the battle for the title will remain open until the end of the rally. This is promised to be a spectacular event. The GRP team is confident enough to take up this battle and will be training throughout the year to prepare themselves for "Le Rally Dakar" 2009. Just like Moba they don't give up when things get rough, they will keep "finding ways to stay ahead".

If you would like to know more about

"Le Rally Dakar" or our GRP team, please look at the following websites:

www.ginafrallypower.nl
www.dakar.com



Captains of U.K. and Irish egg industry discuss market trends

On May 12, the day before the British Pig & Poultry fair in Stoneleigh, Moba organised a meeting for the leaders of the Irish and British egg industry. Topic for that meeting was to exchange idea's and visions on the egg market. First global trends were identified, with all problems, challenges and opportunities. Secondly Moba pointed out her strategies in these matters, focussing on the U.K. market. After concluding consequences and possibilities, the discussion was set forward in an informal way over dinner.



Omnia interface with XML and Microsoft Excel™

Omnia software is widely known for its standard onboard traceability. Also "Tracelink", the module that is able to link the graders computer to any 3rd party computer system is known for its flexible use in various applications.

Since the basis for communication was by exchanging simple ascii files, almost every thinkable computer and network solution is able to cope with Omnia data. The downside of this very simple but reliable communication, is incompatibility between software versions of Tracelink.

With new technology available, the latest software release in Omnia solves this by communicating in XML. XML stands for eXtended Markup Language, is able to communicate not only the contents of parameters but also the parameter set itself. This means that future version expansions, seamlessly integrate with your current software without changing one bit in your

application. Next to XML, previous ascii communication versions are still selectable so that all currently written applications are guaranteed to be maintained in all future versions.

Another great feature of the latest software version is that all views and countings that are currently available in the windows MMI (Man Machine Interface) are also exportable in a CSV format. The CSV file standard is directly readable in applications such as

Microsoft Excel™. Data can be stored on any location, being either a network drive or a simple USB memory stick. This opens a complete new route of using grader data in an efficient way for numerous management applications.



Agenda

Space	France	09 – 12	september	2008
Agroprodmarsh	Russia	13 – 17	october	2008
VIV Beijing	P.R. of China	20 – 22	october	2008
Indagra	Romenia	05 – 09	november	2008
Euro Tier	Germany	11 – 14	november	2008

Colofon

Editorial staff: **Alicia Abraham and Paul Buisman**
E-mail: **alicia.abraham@moba.nl**
Website: **www.moba.nl**

Copyright © MOBA B.V.

This publication may not be reproduced or copied in any way, either in part or in full, without the prior written permission of MOBA B.V.