



Maf Roda grows Australian footprint

Powered by a number of new solutions, Maf Roda is expanding its footprint in the Australian market.

by Matthew Jones

Red Rich Fruits' new Coldstream packhouse incorporates cutting edge grading technology from leading post-harvest equipment manufacturer Maf Roda.

The centrepiece of the facility's apple grading line is Maf Roda's Global Scan 7 (G7) external quality sorting system.

"The G7 increases the number of wavelengths analysed from two (RGB and IR) to five (RGB, IRI, IR2, IR3 and UV)," explains Phil Alexander, sales director of Maf Oceania, Maf Roda's Australian-based subsidiary.

"In addition, the processing capability has been increased dramatically to do something with all this information. The result is a very robust and simple to use blemish system that is very accurate."

Red Rich Fruits also opted for Maf Roda's patented IDD4 internal defect system. Frédéric Scellier, technical sales manager of Maf

Oceania, says IDD4 is drawing praise from the company's global customer base, thanks to the ease and efficiency it provides.

"Our clients are loving the fact that they can have internal defect sorting without endless calibrations and modelling," explains Scellier.

Maf Oceania is now set to roll out the company's new 'pick and place' apple packing machines, Line Pack and Fastpack.

"They are two quite different systems depending on the application," says Scellier. "They're currently being launched globally, including here in Australia. We're sure they'll be in high demand among apple packing companies looking for an edge."

The Red Rich Fruits installation came at a busy time for Maf Oceania, which has handled large-scale installations for citrus, mango and apple packers in Queensland and Western Australia over the last 12 months. The company is also responding to strong demand for its new technology to be retro-fitted to existing packing lines, according to Alexander.

"This is generally driven by the need to increase technology at the lowest capital cost," he notes. "In the case of internal defect sorting (with IDD4), it has been driven by supply chain compliance.

"In most commodities, our blemish systems are considered the benchmark in performance and are renowned as the simplest systems to operate. Our IDD4 system is essentially a plug and play system; once it is set up by our technician at installation there are no further calibrations required."

To help support its growing network of customers, Maf Oceania has made a considerable investment in boosting its service footprint within Australia. This includes the recruitment of more technicians and automation staff.

"We have doubled the number of personnel in our service department over the last 12 months," says Alexander. "To supplement this we are investing in additional service agents in strategic regions to decrease service callout response times. I'm sure this will become more and more noticeable over the next few months."

(PICTURE 01)
Newton Orchards has installed Global Scan 7

(PICTURE 02)
Maf Roda is rolling out its FastPack solution for automatic apple packing

