

# ***PRESS RELEASE***

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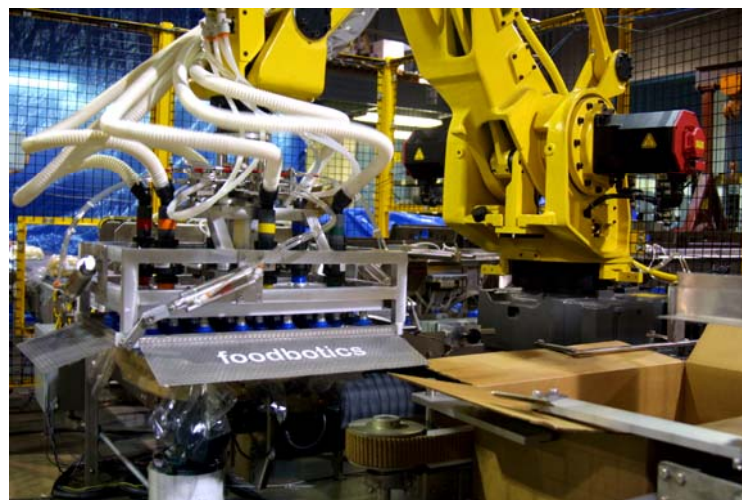
## **Colborne Foodbotics recognized for B.E.S.T in Baking!**

Colborne Foodbotics is pleased to announce that it was selected by a panel of expert judges to be awarded the highest designation in the International Baking Industry Exposition (IBIE) sponsored B.E.S.T. in Baking competition. This competition was established to recognize those companies who have developed advanced technologies that not only provide great benefits in improving plant operations and lowering cost, but also make substantial contributions to environmental sustainability initiatives and the efforts to reduce a company's carbon footprint. IBIE will be featuring award winners at the upcoming exposition that will be held in Las Vegas, NV September 26-29, 2010.

The award was bestowed on Colborne Foodbotics BBL-POP Systems Program which has been developed to help customers optimize their packing techniques and substantially improve distribution efficiency by increasing pack density. The full program includes software tools for each customer to evaluate their potential options, analyze the benefits through the full distribution network and build a cost justification, and the well proven robotic equipment necessary to safely pack product into baskets, trays and/or cases.

The Baking Industry in particular has a great opportunity to optimize pack density. Most fresh product shrinks on the way to the retailer, as much as 4" on both sides of the basket, allowing the product to bounce around. Our experience has shown that precompressing product actually prevents damage. After 8 years of developing both the packing technology and evaluating thousands of loaves of bread, buns, rolls, english muffins, bagels, etc., our engineers are well skilled at handling up to 150 packages/minute and creating pack patterns that will optimize pack density and improve product quality when it arrives at the store. We have actual cases demonstrating over 50% improvement in pack density and definite quality improvement.

Colborne Foodbotics has published a white paper that details the savings and benefits of using BBL-POP Systems for optimizing your operation.



For more information or a copy of the white paper, please contact Colborne Foodbotics, LLC, 28495 N Ballard Dr., Lake Forest, IL 60045 Telephone: 847.371.0101, extension 3318. Fax: 847.371.0199. E-mail: [info@colbornefoodbotics.com](mailto:info@colbornefoodbotics.com). Website: [www.colbornefoodbotics.com](http://www.colbornefoodbotics.com)