

Belshaw
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Adamatic
Bakery Group

MOFFAT

GENESIS
BAKERY SYSTEM

a new beginning...



What is the **GENESIS** Bakery System?

The Genesis ... a complete system

for the production of sandwich bread, vienna loaves, baguettes and rolls of all types and sizes. The system is fully automated with mixing, dividing, intermediate proving and moulding being carried out with a minimum of labor and floor space. **The Genesis Bakery System** mixes, divides and moulds a complete range of products with operators only required to weigh up ingredients prior to mixing. The system eliminates dough transfer or the need for bowl hoists.

The Genesis Bakery System was designed in response to the concerns and considerations expressed to us by many bakers from all around the world.

The Genesis Bakery System can and will free your staff to produce even more products and increase varieties, which your customers have come to expect and in fact now demand from the modern bakery. It is widely acknowledged that impulse buying is 'the icing on the cake' for most bakery businesses, so adding varieties with mouth watering appeal will certainly boost your sales.

With our unique computer system, you are able to produce ten different products from one dough, all at a different weight and a different shape. All this can happen while you perform other tasks in the bakehouse. No longer do you need to monitor your machinery while it works.

With the **Genesis**, you simply place your ingredients in the mixer bowl, start the mix process and enter your required products into the computer.

The rest is automatic, with dividing commencing immediately once the mixing is finished. The **Genesis** will wait at the end of the divide cycle for you to commence traying up of product. More saving will be realised from the accuracy of the **Genesis** patented dividing system. We guarantee a variation of no greater than 1-2% on each piece successfully divided from the mixer bowl.

"The Genesis has a proven track record of reducing labour cost by as much as 40%"

The **Genesis** has a proven track record of reducing labor costs by as much as 40% and will very quickly become your most valuable employee. Gone are the days of needing to lift heavy dough's from the mixer bowl, the **Genesis** divides dough direct from the mixer.

With the surveillance systems that the **Genesis** incorporates to monitor performance of all electrical and electronic components, costly loss of production hours can be virtually eliminated. Any fault the system detects will be displayed on the operation screen so the baker is aware he needs to have the problem addressed. Should an electrical component fail on the divider, there is a back up operation so your production will not be hindered.



'The Genesis'

Ideal for bread, rolls, pizza & specialty doughs.

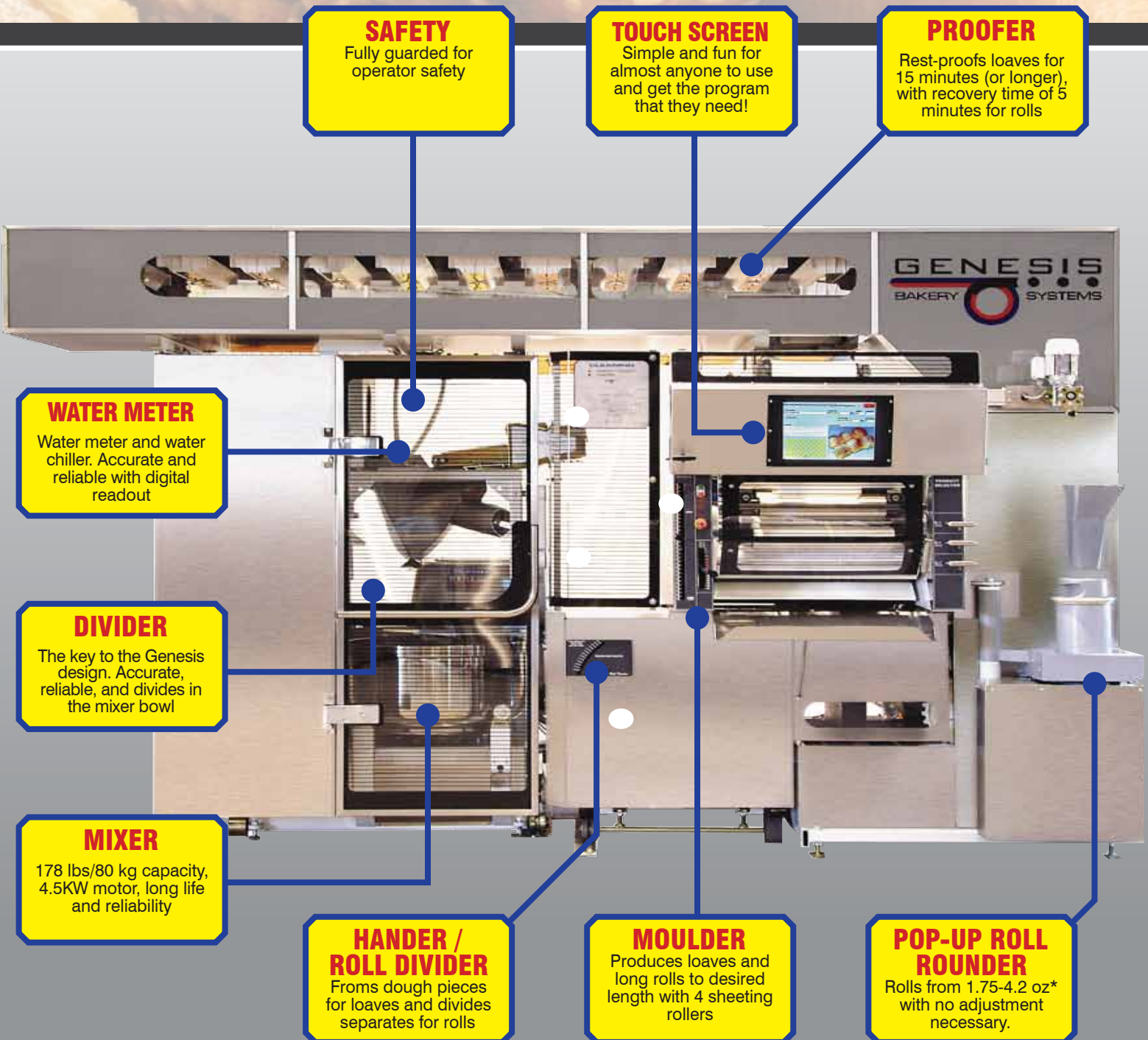
Variations on bread rolls will be no greater than 5% per piece, well inside common variations experienced in other commercial forms of roll production.

Even more savings can be found in the floor area required over other make-up plants available in the market place. In fact the *Genesis* requires even less space than most current manual methods of operation. Compare our footprint of 4050mm x 1750mm (13ft 2" wide x 5ft 9" deep) with the area taken up by your existing equipment, and imagine how much smoother your bakehouse could run.

To say the *Genesis* is easy to use would quite simply be an understatement. One person can easily operate the *Genesis* and yield a minimum of 120kg (260lb) of dough per hour, producing baked goods of a very high quality and with a consistency that has to be seen to be believed.

At the end of the day, you will not need to spend hours dismantling and cleaning antiquated machinery. Daily cleaning can be completed in a matter of minutes, with a thorough end to end clean once a week requiring no longer than 30 minutes.





SAFETY

Fully guarded for operator safety

TOUCH SCREEN

Simple and fun for almost anyone to use and get the program that they need!

PROOFER

Rest-proofs loaves for 15 minutes (or longer), with recovery time of 5 minutes for rolls

WATER METER

Water meter and water chiller. Accurate and reliable with digital readout

DIVIDER

The key to the Genesis design. Accurate, reliable, and divides in the mixer bowl

MIXER

178 lbs/80 kg capacity, 4.5KW motor, long life and reliability

HANDER / ROLL DIVIDER

Forms dough pieces for loaves and divides separates for rolls

MOULDER

Produces loaves and long rolls to desired length with 4 sheeting rollers

POP-UP ROLL ROUNDER

Rolls from 1.75-4.2 oz* with no adjustment necessary.

*Optional weight 1.75-21oz (50-600g)

FAQs

Frequently asked questions

How accurate is the Genesis Divider?

The **Genesis** divider is accurate to within 1 - 2% on scales weight when producing bread. Conventional dividers can vary between 5 - 15% so the **Genesis** gives a far better yield e.g. A conventional divider, which operates with an average accuracy variance of 7%, will yield as many as 4 loaves less per 50kg (110lb) of flour when compared with the **Genesis** divider that is accurate to within 2%. This means a bakery producing 500kg (1100lb) of flour per day using the **Genesis** will increase yield by as many as 40 loaves.

What type of mixer is used on the Genesis Bakery System?

The **Genesis** mixer is a conventional high-speed spiral mixer, although it has been re-engineered to ensure a long life in heavy work applications.

Is the Genesis Bakery System guarded for operator safety?

Yes, the entire machine is guarded in accordance with all known operational standards and safety laws and any attempt to bypass the type of safety switch used will render the machine inoperable. The control panel has a facility to inform the operator of fault should any guarding door be left open. In this event the machine will not operate until door is closed again.

Can the baker interfere or change intermediate proof times or other functions of the machine that may result in lack of quality?

No, dividing and intermediate proving time is programmed into the computer system and cannot be shortened. The baker can only vary the weight of dough pieces and the shape of loaves and rolls produced.

Do I need to clean the dividing head after each different type of dough?

No, the design of the **Genesis** divider eliminates the need to strip down the divider, and change from one type of dough to another takes only seconds.

How efficient is daily cleaning of the Genesis Bakery System?

The **Genesis Bakery System** can be cleaned in minutes by anyone once trained.

Is it possible to operate the mixer independently of the plant?

Yes, the mixer can be used for other functions. The operator, if required can remove the dough from the mixer bowl and process dough manually.

How simple is it to change from one product to the next?

This function takes only seconds; with the baker required only to adjust final moulder settings.

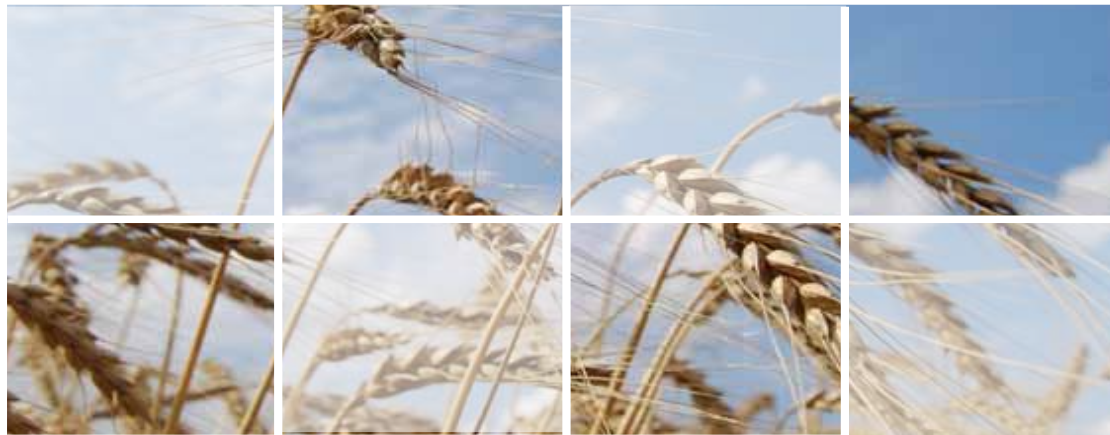
Will the Genesis Divider damage the dough cell structure?

No, the **Genesis** divider operates on less pressure than conventional hydraulic dividers and therefore does not damage cell structure.

Can the Genesis handle wet, sticky or fruited doughs?

The maximum water content possible with the **Genesis** is 62%, based on typical Australian baker's flour. Fruited dough's are handled easily providing the water and fruit content are not excessive.

Technical Specifications



WIDTH 4.05m / 13ft 2"
DEPTH 2.1m / 6ft 11"
HEIGHT 2.7m / 8ft 11"

POWER REQUIREMENT
 17.5kW, 3 Phase, 415 Volt, 50Hz
 32 amp, 3 Phase + earth &
 neutral isolating switch

OR
 17.5kW, 3 Phase, 208 Volt, 60Hz
 48.5 amp, 3 Phase + ground &
 neutral isolating switch

AVERAGE OUTPUT (Single operation)
 680gms / 24oz 220 per hour
 450gms / 16oz 320 per hour
 85gms / 3oz 1250 per hour

STANDARD FEATURES
 Water metering system
 Program control
 Weight check system
 Completely dustless system

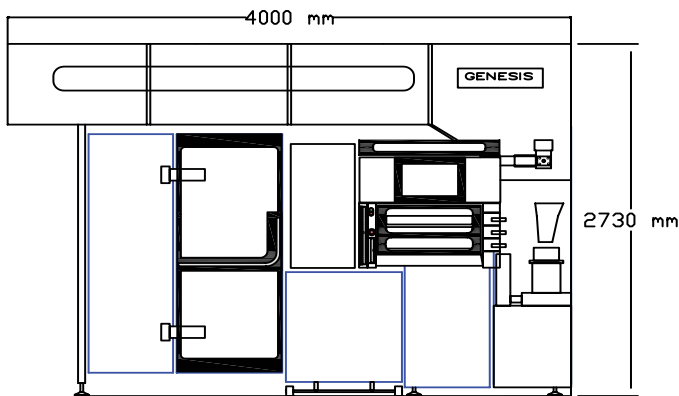
OPTIONAL FEATURES
 Four piece unit fitted to moulder
 Larger weight range pop-up moulder

PRODUCT CAPABILITIES
 Round Rolls 50-120gms / 1.75 - 4.2oz
 Long Rolls 50-175gms / 1.75 - 6oz
 Baguettes 650mm / 26" long
 Loaves 200-990gms / 7 - 34.9oz
 Vienna Loaves

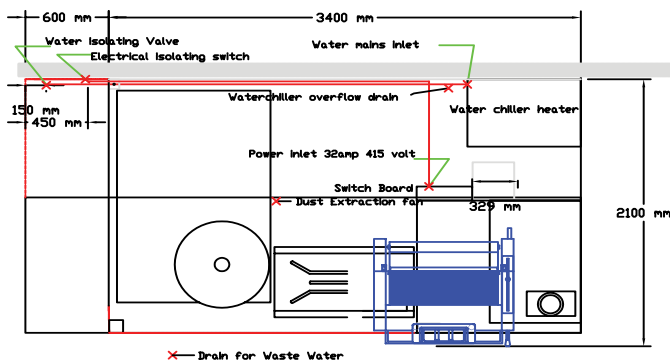
INTERMEDIATE PROVING TIME
 Rolls 5 minutes
 Loaves 15 minutes (may be extended if required)

DIVIDER ACCURACY
 1 - 2% maximum variance on divider weight

WEIGHT CAPABILITY
 Rolls 50-175gms / 1.75 - 6oz
 Baguettes & Loaves 200-990gms / 7 - 34.9oz



Front View



Plan View



USA

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