

MOBA NewsGrader 20

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**180.000 eph
with only
6 operators**

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**Service is all
about teamwork!**

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**New
PRIMA 2000
20.000 eph**

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180.000 eggs/hour with only 6 operators



Oaklands, Edstaston near Shrewsbury, England
It's 8.00 o'clock in the morning and the Omnia 500 started two hours ago with a constant speed of 500 cases (180.000 eggs) per hour. Outside the construction workers are working to prepare the packing station for new plans. Inside the office Alicia Abraham and Paul Buisman are interviewing Elwyn and Gareth Griffiths about one of Moba's latest and biggest projects.

Oakland Farm Eggs Ltd is a family business owned by J A & O Griffiths & Sons. With an Omnia 500 and a complete range of Autopack equipment this egg packing station runs approximately 1.4 million eggs a day. Eggs that are layed in the morning are delivered fresh at the supermarket ready for the consumers in the early afternoon. Elwyn explains: "Freshness has always been a focuspoint for Oaklands, but today that is not enough. Things such as carbon footprint, reducing foodmiles and total flexibility are concerns of our customers. In order to cope with increasing demands, we needed to totally rearrange our packing station".



Elwyn Griffiths

Why Moba

Elwyn: "About a year ago we decided to choose for Moba. We've looked and compared but we believed in Moba. Most important part of our choice was that Moba's philosophy mached with our aims. With Moba's Individual Egg Handling , the food safety program, traceability and the Autopack range we were sure that we could offer our customers controlled and fresh eggs within the shortest possible timeframe. And it is not just the equipment, but the whole package, including the mutual development of the whole project in advance, and a solid service team during and after the installation."

Total Freshness

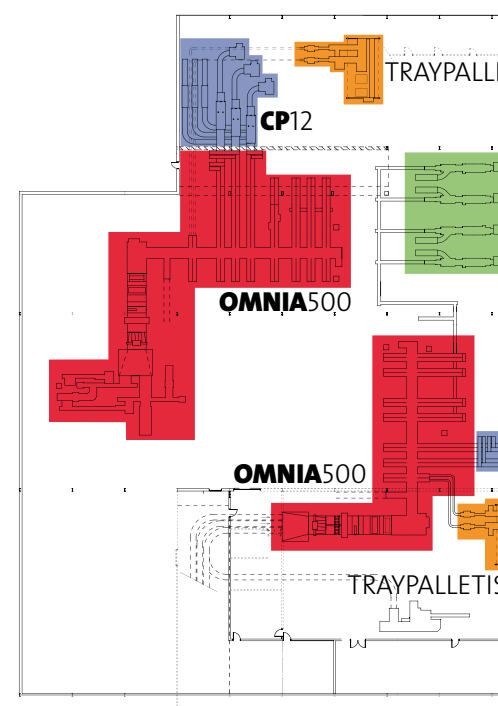
Gareth: "With the help of only 6 people the machine runs 180.000 eggs/hour. For us that means that each day about 1.4 million eggs are distributed to our customers . All these eggs get the same treatment. It doesn't matter if our customers buy a few cases or dozens of pallets, every egg is treated with the same high



Gareth Griffiths

attention and care. Within half a day, our eggs are delivered fresh at the supermarkets. The food miles on our products are short. Internally it only takes about 7 minutes from the beginning of the machine untill being ready for transport to our customers. In that short timeframe every egg did pass all hygienic features, is scanned for quality and weight, is registered for 100% traceability and is safely packed without being touched by hands or other eggs. A constant high level of quality and the highest possible hygiene standards."

Another interesting feature is that at Oaklands there is a zero tolerance to "less than perfect" eggs. Elwyn: "Where other companies are constantly trying to find a balance in product quality and efficiency, we are able to work without compromises. Because we connected an eggbreaking plant directly to the Moba grader, even the smallest micro cracks are avoided in our table eggs and are send directly to the breaker thanks to the sensitive Moba crackdetector. The Omnia packing features do the rest: even at the highest machine speed the eggs are packed without compromises in handling."



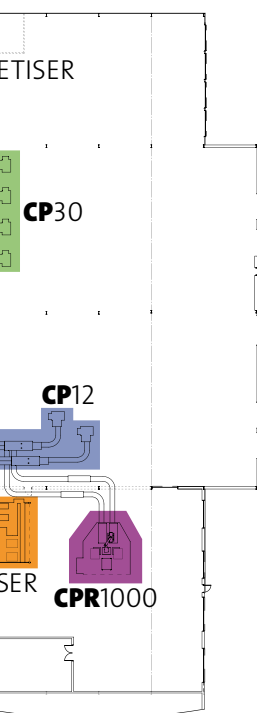
Capacity

Elwyn: "The Omnia FT 500 can grade 180,000 eggs/hour. The whole project is laid out for this top capacity, but today we are only able to produce that many eggs during a part of the day. Still we find this high capacity extremely important. Firstly it ensures that all of the conveyors coming from the houses never need to stop, which ensures the lowest number of micro cracks imaginable. Secondly it gives us growth potential in our production capacity; a necessity since we are concentrating on welfare and freerange eggs strongly in the short future."

We are never finished

The project "Oaklands 1" has proven to be successful and the Griffiths family has now decided that it is time to take their business to another level. Elwyn: At Oaklands we are never finished. It's striving to perfection every day. That's why we decided to implement another similar Moba FT Omnia 500 installation, again including Autopack equipment. Every day construction workers are working on our farm to prepare for the new installation. With this second installation we would theoretically be able to produce 40% of the UK egg market, which

means that we are ready for the future".



New: DISPLAY LOADER DL 10

THE MOBA DL 10 COMPLETES THE RANGE IN AUTOMATIC PACKING



With several types of case packers Moba created a range of equipment to automate the processes behind the packing lanes of egg grading machines for filling of crates and cases.

For filling DISPLAYS (also called Display pallets or "Düsseldorfers") there was no solution, until now. This gap in automation is about to be completed by the Autopack systems of Moba.

The DL 10 is able to make perfect stacks of consumer packs. If a cardboard display, plastic shipper or metal container has an open front, the DL 10 will stack the consumer packs directly in the end package. Also alternative systems where a cardboard sleeve is put over the stack after creation are available. These systems will in some situations even reduce your cardboard costs significantly.

Capacity:

- 45,000 ... 60,000 eggs/hr (depending on pattern)
- 125 ... 170 cases/hr

Features:

- Can be placed directly behind packing lanes or via Contiflow
- Up to 21 layers possible
- Handles various pack types from 6 until 30 eggs
- Patterns fully programmable
- Also available for various types of shippers and wire containers
- Optional automatic interleaf sheet feeder
- Optional automatic full-pallet-out / empty-pallet-in system



Service is all about teamwork

Running your egg business is top sport. Competition is creeping up on you, you are performing under tough conditions and sometimes all odds are against you.... And most important: you can't do it by yourself. A well balanced team around you really makes the difference.

Moba acknowledged a couple of years ago that being a machine manufacturer is not good enough; we want to become a true solution provider for our customers. And with providing solutions comes automatically teaming up with our customers, offering a reliable relationship, also in the after sales trajectory.

As Moba, we are proud on our present reputation. We invested significantly in a solid service organisation operating from 6 offices around the world, supported by dozens of agents and qualified free lance engineers. Our people are our biggest asset.

Project to improve Service

But there is no time to be proud and relax. With an increasing installed base and installations getting bigger and more complex by the day, we are obliged to keep investing, to learn and move forward in professionalism and results. For that reason in 2008, Moba is paying extra attention to teaming up with our customers when it comes to specialised service: "Finding ways to stay ahead". The world famous rally "LE DAKAR" has been adopted as a mascot for seamless integration of technology and teamwork under the toughest conditions. By sponsoring 2 trucks of the Dutch GINAF TEAM we emphasise our commitment to your team.

Helpdesk

Did you know that an amazing 60% of our

service calls can be fixed by our helpdesk? Who does not know at least one of their names: Jan van de Kamp, Ap de Vries, Bert Dekker, Jaap van Leijenhorst, Parthiban Janarthanan, Rob Bryant, Tom Rettew, Mitsuo Togo and Lee Kok How? With a detailed knowledge of an amazing spectrum of equipment, from ancient MOBA 2000 machines up to spectrum analysis in high tech blood detection systems. They are operating from all world wide Moba offices. Besides the technology, they need to deal with people; again "teamwork". In stressful situations they stay calm, talking you through checklists and test procedures in order to get your system up and running again as soon as possible. "It is rewarding work" says Jan van de Kamp, a senior helpdesk professional, who is doing this job now for 17 years Jan: "Because of the pressure of a service call, we try to be as professional and efficient as possible, but once things are okay, there is room for a joke. And it is rewarding if you get a nice thank-you mail, a Christmas card or similar tokens of appreciation".

Moba acknowledges the importance of the helpdesk and is proud to announce 2 extra team members. In Australia Moba created an official service point via Moba Australia Pty. Ltd. With Zaed Bin Shaher helping our Australian customers, we teamed up a helpdesk professional with extensive experience from the Kuala Lumpur based service team. In Barneveld, The Netherlands, Wim Schut is joining the helpdesk force. Many will know Wim from the Training Center in Barneveld, where he was responsible



Rob Bryant (Moba UK, Telford, United Kingdom)

for organising customer training sessions together with Guus Normann for many years.

Parts and supplies

Also a very important factor is the availability of parts and supplies. No wonder that we are also investing in this. The team now consists of 9 people worldwide: Shirley He, Zhao Haichao, Taeko Endo, Debby Brown, Jan Floor, Antoinette Jansen, Gerard Oosterbroek and Ramadan Ramilis . They not only ensure the proper part shipments from the respective stores in our offices, but are also able to coordinate a flexible usage of the fact that critical parts are located in more than one location. Because of this flexibility, the chances of being out of stock for critical parts are minimized to almost zero, a reassuring thought for our customers.

Field engineers

With a dedicated global team over 70 engineers, we guarantee our customers the fastest help possible. "The good thing about a global network is that we can share resources and critical spare parts from our various service locations.

We can form technical teams able to communicate in many languages and able to cope with a



Lee Kok How
FPS Beijing



Mitsuo Togo
Moba Japan



Tom Rettew
Moba VS



Parthiban Janarthanan
Moba Asia



Zaed Bin Shaher
Moba Australia



Wim Schut
Moba Holland



Trainingscentre

wide range of technical challenges” says Roger Meeuwissen, Moba’s Service Manager. Roger: “We have to keep improving here as well. Our customers are more demanding, very logical if you look at their tight production schedules. Sometimes big Omnia machines are even running close to 3 full work shifts in 24 hours. If our guys need to do a service job, customers expect us to fit in these tight schedules and we take pride in arranging this as efficient as possible. Again: Finding ways to stay ahead”.

Our customers

The captain of our team is YOU. Our customers set the rules of the game and we team up with you. A vital link is knowledge about your equipment. For small and medium sized equipment our customers are trained on site by our field engineers. For the big egg graders, we invite our customers to come to our training center.

Guus Normann, manager of the Training Center says: “Some customers need some persuasion in freeing study time for their valuable operators, but I can tell you by experience that if their people are trained efficiently, you get a trouble free startup in return. Also efficiency results in the first few weeks are in many cases twice the results of customers who refrain from training. It’s a good thing that we see this less and less; most customers accept our advice. The fact that later in time many customers bring in new employees as well for training, confirms that they acknowledge the benefit of teamwork.”

Roger Meeuwissen concludes: “We are proud of

what we are doing but we are very well aware that we are never finished. For that reason I think our slogan is spot on: Finding ways to keep ahead will be our motto for a continuous process of learning, improving and striving after perfection.”



Roger Meeuwissen, service manager Moba: “Service is all about teamwork”

Rally Dakar

Dakar Rally

The Dakar Rally leaves Lisbon on 5 January 2008. Over the following 5 weeks there will be live coverage of the Rally on Internet and TV. The Rally covers a total of 9,043 km and 42 nationalities take part. 715 vehicles in total, including 475 race vehicles; 230 motorbikes, 175 cars and 80 trucks. This promises to be another scintillating race filled with excitement and sensation.

This year, the Rally is extra special. Moba has chosen the rally as a mascot to promote the project “Finding ways to stay ahead”. Technology and teamwork under difficult conditions. By sponsoring 2 race trucks of the Ginaf Rally Power Team, Moba is emphasising its dedication to teamwork with clients.

Team

The Ginaf Rally Power Team consists of 28 people, including 2 drivers, 2 engineers and 2 navigators in the race trucks. The rest of the team supports the two trucks.

Race with Moba

You can experience the Dakar Rally with us. We invite you to take part in a competition in which your race insight can win you some great prizes. The first 200 entries will receive an original polo shirt. You can access our competition page on our Moba website www.moba.nl or visit www.findingwaystostayahead.com



The innovative power of Belview Eggs, Ireland

Moba Omnia as vital link in a complete network solution



New technology to increase added value to customers; that is one of the main reasons for Belview's success in the Irish egg market.

Investing in innovation

Belview Eggs is a company that collects, grades, sells and delivers fresh shell eggs direct into the retail shops under the so called "BORD BIA" quality assurance scheme. Although Belview Eggs is a rather small company compared to some of their competitors, they have a quite strong market position. The company is very keen on delivering top quality to their customers and emphasizes this by taking the full responsibility for the egg-shelf in the shops of their customers. Another characteristic point is that Belview Eggs is very much into bringing new technology to the egg market, to improve quality, to get more efficiency or to increase food safety.

The company installed a Moba Omnia 85 in 2005 with crack, blood detector, UV disinfection and full Moba networking software options "Packprint", "Mobalink" and "Tracelink". In 2006 they installed one of the first EggInspector vision systems on that machine to further improve the quality of the end-products: clean, healthy and save eggs for the Irish consumers.

Linking to 3rd party products

Belview Eggs was the first company in Ireland to introduce an invoicing system ("EDI") through the internet to their customers, which gives a big saving on sending papers such as copies of delivery documents etc.

The Omnia option Packprint enabled real time printing on the Rational Labelling systems which are printing the Best Before date, farmers name and house code on the label fully automatically. This avoids typing in double information in separate computersystems and so it reduces chances for making mistakes to zero.

Full traceability was the next challenge for Dermot Herlihy, owner and founder of Belview Eggs. The fact that the Omnia is capable of keeping track of each individual egg is used to the maximum in combination with "Ovotrack", a 3rd party software solution delivered by BCS that can be seamlessly integrated with the Moba Tracelink interface.

Ovotrack is capable of keeping track of the eggs on their way from the farms to goods-in, via the loader and end-of-lane labelling to the warehouse with the graded stock. Part of the same project was Belview's decision to start with handheld computers for the drivers-

salesmen. On these handheld's the daily routes for each driver-salesman appear with the products that each shops usually gets. The order is taken onto the handheld, the invoice is printed with a mobile printer and the customer signature for accepting the order is saved within the handheld and printed out as well, any proof of delivery needed can be then e-mailed to customers. Because the handhelds have integrated scanners as well, the Ovotrack labels on each outer box, fed automatically by the Omnia data, are scanned at delivery in the shop. This means that Belview's traceability system now covers the route from the hen-house to the shop-shelf, forward and backwards!!

With the powerfull combination of Moba and Ovotrack solutions, Belview has also a stock control system for ungraded, graded and individual van sales stock. It also keeps track of the grading results for the farms, which can be exported in an Excel format to the accounts system.

Windows Man Machine Interface (MMI) for Omnia

Needless to say that Belview Eggs now asked Moba to install the new Windows MMI (user interface) on the Moba Omnia 85. The user

Nieuw: PRIMA 2000

friendliness of the new Windows-based user interface and the flexibility to change products on a lane fluently, whilst label settings on the pre-packs or outer packs change automatically, are improving the productivity of the Omnia at Belview from an outstanding level of 95% to even more than that. The powerful "product oriented setup" ensures error free setup for grades, pack type, egg quality and all traceability related things such as inkjet and labelling with only a few mouse clicks.

Although the MMI the philosophy is different from the traditional way of programming egg graders, the Belview staff was able to work with the Moba Omnia MMI with a minimum of training and was benefiting from all the extra functionalities that come with it from day one.

The Partner for profit

According to Dermot the partnership between Moba and Belview is a logical one: "Whenever I have to invest; I always want to invest in the newest technology so that I am one step ahead of my competitors and it is not for the fun; each part of new technology has to bring real advantages, either in terms of better quality for my customers or in improving the efficiency of our operation. Because of these principals, Moba is the logical choice for being our partner in the egg business."



Basic machine

Moba has developed a low capacity machine. A machine with a relatively low investment price, enabling it to grow with your company in the future. The Moba Prima 2000. By means of an Upgrade Kit, the Prima 2000 can be expanded to become a full Moba 2500. This new machine is worldwide available from December 2007.

Moba Prima 2000

The Moba Prima 2000 is made of stainless steel and also features individual egg handling, better known as "The Gentle Touch". The machine loader is fitted with a mechanical orientator and can be installed as a loader, accumulator or a combination of both. The Prima 2000 is equipped with automatic packing conveyors and optional manual packing conveyors. The automatic packing conveyors are all supplied with pin conveyors as standard. Furthermore these packing conveyors are easy to adjust for any required packaging. Also for new packaging material to be used in the future. Labelling machines can also be installed on these packing conveyors. The manual packing conveyors can be used for less common egg classes.

Options

Besides the basic model, the Moba Prima 2000 offers additional options:

- Stainless steel single tray loader
- Stainless steel accumulator
- Semi Automatic Candling
- Automatic crack detection
- Automatic denesters
- Inkjet facility
- 4 automatic packing conveyors
- 4 manual packing conveyors
- Packaging and egg stamper, label dispenser, automatic packaging closers

The Prima 2000 is an excellent sorting and packaging machine. Particularly if you are going to need higher capacity in the future. With the aid of the Upgrade Kit, you can upgrade your machine to a maximum capacity of 30,000 eggs per hour.

Once the machine is upgraded to a Moba 2500, the following options become available.

- Stainless steel automatic loader suitable for stacks of 6 trays
- Extra packing conveyors as with a Moba 2500



Service in Middle East through Malaysian office

In order to maximize the service level for customers, Moba switched the service and helpdesk office for a number of countries in the Middle East to the Malaysian office in Kuala Lumpur. Besides the fact that there is a more efficient match in time zones, also full understanding of local habits and culture played a decisive role.

The service team in Malaysia has an excellent track record with a solid experience going back more than 10 years. A full time helpdesk and service manager is on duty and a team of 12 experienced engineers can be dispatched in multi disciplinary teams.

This message concerns the following countries:

- Egypt
- Bahrain
- Iran
- Yemen
- Jordan
- Kuwait
- Sultanate of Oman
- Qatar
- Sudan
- United Arab Emirates
- Saudi Arabia

Successful MOBA workshop in Poland

On September 28, MOPOL organised a workshop for Polish egg grading companies in cooperation with Moba. Teresę Ten Elsen, manager of MOPOL, welcomed over 35 important players in the Polish egg industry. During the morning session the latest innovations were presented and explained by Harrie Lancee (Area Sales Manager) and Paul Buisman (Product Manager). In the afternoon the group visited 2 modern packingstations, operating with the latest versions of Omnia and Moba 2500 equipment.



Agenda

IPE	Atlanta, USA	23 - 25	january	2008
Agrihort	Ukraine	12 - 14	february	2008
Tech Agro	Tsjech Republik	06 - 10	march	2008
Expo Aviga	Spain	15 - 18	march	2008
Stoneleigh	U.K.	13 - 14	may	2008
Avesui	Brasil	13 - 15	may	2008
VIV Moscow	Moscow, Russia	27 - 29	may	2008
PIX	Australia	01 - 04	july	2008
Avicola	Argentina	25 - 27	july	2008
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



In Memoriam Jim Hunter

It is already 9 months that we are missing our colleague and friend, Jim Hunter. Jim passed away on Wednesday, February 28 after a courageous fight against cancer. Jim had been with our organization for over 20 years, based in the U.S.A. With his 30 years of experience in the egg business he was an inspiring and respected factor within Moba. Jim's indomitable spirit, integrity, friendship and impish sense of humour are missed by all who knew him.



Colofon

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