

## Create the Perfect Pack

Maintain Premium Product Quality with Valka's **RapidAligner** and MEST's **Vision Scanner**, and get the right reports and selling and trading ease with the software that ties it all together, Valka's **RapidTrade**.

“ To obtain consistent quality we must ensure that grading is accurate, the box weight is accurate, consistent alignment of fillets as well as ensuring excellent handling of the fillets and the **RapidAligner** does all this

Jonny Småge, Vice President of Vikenco, Norway

This year Valka is proud to present the latest in cutting edge grading and scanning technology at Seafood Processing Europe in Brussels, April 27-29. Valka will share booth 6127, hall 4, with its partners, the Faeroese MEST P/f, and Norwegian turn-key solution provider First Process. Together Valka and MEST will line up the latest technology to deliver the perfect packs of fillets. Their latest co-operative endeavour has resulted in a grading, scanning and packing line that promises to exceed currently available quality and traceability features in other systems on the market.

Valka is showcasing the **RapidAligner** connected with the MEST Quality Scanner. Valka's **RapidAligner** gently and accurately grades fish fillets into fixed weight boxes. This innovative, patented, fillet grader grades product by weight and quality, as well as selecting the correct pieces for each box to make the perfect pack. The grader can accurately pack fillets, up to 800mm long, without any reduction in throughput at an impressive 45-50 fillets per minute or up to 6,000 kg per hour.

The **RapidAligner** can put plastic sheets between fillet layers, creating interleaved packs. The result is significant labour savings, minimised giveaway and increased productivity in the packing process.

MEST is showing the new vision scanner that is designed to assess the quality of fillets passing on a conveyor belt. This new scanner incorporates 3-D scanning in addition to the standard 2-D technology, giving the customer great quality accuracy and added value. The scanner can evaluate all factors used by humans when evaluating quality but with higher consistency. The factors include colour variations, blemishes, spots, length, width, volume, shape and gaping.

The **RapidAligner** stores a detailed image of every fillet going into every box. This traceability and quality control feature is exceptional for both supplier and customer. In case of a claim the producer can look up these images and know precisely the quality of the fillets when they were packed.



Valka **RapidTrade** software completes the line. This updated version is the ultimate online fish trading solution for direct selling with full order traceability, real-time inventory control and complete access from any location. The **RapidTrade** eliminates duplicate data entry by using a direct link between raw material receiving and product delivery. The software's fully automatic traceability reports meet the newest demands from the EU and are an important asset for both supplier and customer.



Akralind 1, 201 Kópavogur Iceland  
Tel: (+354) 534 9300 [valka@valka.is](mailto:valka@valka.is)

[www.valka.is](http://www.valka.is)

## See You in Brussels!

Meet us at booth 6127, hall 4, at the Seafood Processing Europe in Brussels, April 27-29.

## Word from Valka

In this issue of Valka's Newsletter we get the heads up from Ný-fiskur from Sandgerði, the first manufacturer in Iceland to use the RapidAligner and a key development partner of the RapidTrade software system. We also focus on MEST in the Faroe Island and their co-operation with Valka on developing the Autofeeder, a very interesting new product to align saltfish fillets fully automatically into tubs after injection machines. MEST and Valka will then present at the Brussel exhibition a new unique combination of the RapidAligner and MEST'S Quality Scanner which gives producers many features they have never seen before in automatic quality assessment and grading.

This year at Brussel Valka will present a new and updated RapidTrade system which is the ultimate online fish trading solution for direct selling with full order traceability, real-time inventory control and complete access from any location. We have developed this system focusing on the specific needs in the fishing industry and the information from Katrín in Ný-fiskur indicates that we are on the right track by developing new products in close co-operation with key players in the industry.

Finally we look to our latest partners in Ireland, SF Engineering, who are marketing Valka's products along with their own both in Ireland and the UK.



“ Many key players from the fishing industry have been sizing up the RapidAligner machine

Helgi Hjálmarsson, CEO of Valka



“ A product promising to be the next big thing in fish grading

Jóhannes V. Gunnarsson, GM of SF Opal on the Rapid Aligner

## Valka Expands in the UK

**Valka is currently working with SF Engineering from Ireland, strengthening Valka's presence in the Irish and the UK market. The new collaboration enhances the SF product portfolio for the fish processing industry.**

Valka's product line will be represented in Ireland and the UK by SF Opal, but their new general manager is a fellow Iclander, Jóhannes V. Gunnarsson. The collaboration strengthens SF's product portfolio for the fish processing industry. It enables the company to offer a new innovative range of infeed, weighing and sorting solutions for whitefish and salmon by offering Valka's Rapid range equipment, in particular the Rapid Aligner grader, a product promising to be the next big thing in fish grading.

Valka's product range compliments SF's current selection of equipment perfectly. The Rapid range includes the RapidAligner, a unique product in the market with its gentle product handling and advanced new grading methods, the RapidFeed for product infeed control and the multi-head RapidWeigher, which handles almost any type of fresh fish.



## Boost the Bottom Line

on Weight Accuracy

In the small fishing town of Sandgerði the local fish factory, Ný-fiskur, is using cutting edge technology in the production of their fish. Ný-fiskur has been using two products from Valka, both the RapidAligner grader and the RapidTrade on-line trading software that communicates with it. Katrín Einarsdóttir is the production manager of Ný-fiskur and she says her job has most certainly changed with this new technology.

### Weight Accuracy Essential

Since Ný-fiskur was the first company to use the Valka RapidAligner their feedback is very important. “Our goal when we got the RapidAligner two years ago was to save money by reducing the overweight in the packaging. We have an expensive product and each percentage that we save on weight accuracy means a lot financially for our company. This goal has been perfectly met by the RapidAligner.”



“ Now I have full overview of everything that is happening in the processing plant. I can see where in the process my products are, and can thereby time all orders more effectively

Katrín Einarsdóttir, Production Manager of Ný-fiskur

### Sensitive Handling

Katrín says that they use the RapidAligner for handling their most expensive fish products and therefore the importance of minimizing give-away is essential for the company's profit. Because the RapidAligner gently places each product into the boxes, nothing gets damaged, and therefore it is great for packing sensitive and expensive products.



### Full Process Overview

The RapidAligner is used with the software RapidTrade, where pre-registered orders come directly from the customer. “The beauty of RapidTrade is that it is extremely easy to use as well as being a real time saver. Now I have full overview of everything that is happening in the processing plant. I can see where in the process my products are, and can thereby time deliveries of all orders more effectively.”

### Order Pops Up on the Screen

As well as having full overview of each order on the screen, the client has a much easier and effective interaction with the company. “Our clients can now place their orders on-line from their end, and it has made my life much easier, since I now don't have to spend a lot of time calling my customers to work things out, because I can just see their order directly in front of me on the screen.”

### Exceptionally User-Friendly

Katrín says that the RapidTrade software is exceptionally user-friendly. All the information relating to any specific order is stored in the system and can at any time be reviewed, both by provider and customers. “Our customers have direct access to their orders is in the system, and if we need a report, it's only a click away.” Every order can easily be traced and the RapidTrade software can communicate with a number of other systems making it a very versatile software.

### Good Service

Finally Katrín remarks that Valka also provides good service and that they've been very accommodating regarding any questions or issues relating to their products. The CEO of Ný-fiskur, Birgir Kristjánsson, agrees. “Valka has been very helpful and I have nothing but positive things to say about our interactions.”



# Great Solutions

Always Benefit All Parties

Valka has been working with the Faroese company MEST for a few years now and their co-operation has proved to be a fruitful one. It has resulted in the making of two new products: The Saltfish-Autofeeder and the claims guarantee solution, using Valka's RapidAligner and MEST's Quality Scanner.

## The Saltfish Autofeeder

The Saltfish Autofeeder is a product from MEST that ensures quality by reducing some of the risks to the product management. In addition to better quality, it also reduces production cost. Valka has provided the software for the Saltfish Autofeeder and together the two companies have been developing this immensely valuable product for the fishing industry.

Instead of risking of tears, gashes and fingermarks from the traditional manual handling of the delicate salt injected fish products, the Saltfish Autofeeder skips these risks altogether. This leads to a large majority of the product becoming the best quality rating and increases thereby the market value significantly. Not only does the Saltfish Autofeeder increase the product value for the customer, it also reduces production costs, and the estimate is that the cost will be paid back within a short time depending on the use of the equipment in production.

“ MEST and Valka's Claims Guarantee Solution ensures minimal claims and maximum profit by storing images of each fillet in every box.

Hans Jacob Poulsen, Purchase and Sales Manager of MEST



“ The Saltfish Autofeeder increases product value and reduces production costs.

Hans Jacob Poulsen, Purchase and Sales Manager of MEST

## The Claims Guarantee Solution

When companies focus on finding solutions that benefit the industry good things happen. When Valka and MEST decided to pair up their individual products – The RapidAligner and MEST's Quality Scanner, they came up with a solution that revolutionises the concept of claims guarantees. With the RapidAligner's maximum automation and minimum give-away and The Quality Scanner's 2-D and 3-D scanning the value of the product is ensured. Any blemishes and discolouration, structural damages as well as exact size can now be detected by the scanner, and the RapidAligner automatically grades and packs accordingly. This solution guarantees minimal claims and maximum profit for the factory.

## The Benefits of Co-operation

Hans Jacob Poulsen the Purchase and Sales Manager of MEST says that working with Valka has been beneficial in many ways. We can put several products together and we can make a total line that will benefit the customer.

“I feel very enthusiastic about having come up with a solution together. We can customize our system to the needs of the buyer, and with their specific needs in mind come up with a total solution from the initial idea to the finished product. We offer our customers great solutions. Our main idea is that all parties profit from the interaction. It has to be a win-win situation for everybody involved, both the customer and the provider. We feel that by joining Valka and MEST's “know-how” and expertise we have produced an amazing product which is a great solution for the food industry.”

When asked about the future of Valka and MEST's co-operation Hans Jacob Poulsen says that they are now going ahead in this exhibition in Brussels and hope that we can expand our market “I think we will, because we have good products to sell.”

