

# CASE STUDY

Sláturfélag Suðurlands



"Other equipment did not endure the rough environment in our salting rooms, but our Marel scales look like new after 23 years of use." says Runolfsdottir

## A SCALE TO COUNT ON, EVEN IN THE HARSHTEST ENVIRONMENTS

Sláturfélag Suðurlands is a household name in Iceland. Their meat products have been a mainstay of Icelandic meals since 1907. Sláturfélag Suðurlands translates as the slaughter association of the south. The company is a cooperative of meat producers owned by farmers in southern and western Iceland and the company's shareholders. Marel and Sláturfélag Suðurlands have been working together for decades. In fact, one of Marel's first scales, a 31-year-old M1000, is still in use today for backup and was only recently upgraded.



### Together from Marel's start

Sláturfélag Suðurlands produces a wide variety of products but is best known for its delicious hot dogs. They are served at just about every sporting event, swimming pool, and five-year old's birthday party. Perhaps most famously, Bill Clinton enjoyed one in 2004 when he stopped by Bæjarins Beztu Pylsur hot dog stand for a quick snack while strolling in downtown Reykjavik. Sláturfélag Suðurlands is the largest food producer in Iceland, with approximately 20% of the country's animals processed at their facility in Selfoss annually. While Iceland's free-range lamb meat is the mainstay of its processing, Sláturfélag Suðurlands also sells steaks, hangikjöt (smoked lamb), meat toppings, ham, and its line of 1944 ready meals for "Independent Icelanders." The latter is a clever reference to the year Iceland declared independence from Denmark. There are approximately 30-40 Marel scales in different configurations throughout its Hvolsvoll's plant. M1100 scales are used for weighing

hangirúllur, or smoked lamb rolls, for exact packing weights on the spot, and floor scales are used extensively.

### Flexibility matters

On any given day, Sláturfélag Suðurlands is processing a wide variety of products in many different departments. Flexibility is essential for the company as they may be processing one product before lunch and another product after the lunch break. The next day may be completely different. Marel scales are crucial for weighing products when they arrive and when they go out. For example, to achieve a perfect brine for many of its products, Sláturfélag Suðurlands count on the accuracy of Marel scales to know when the meat is "just right."

Marel's food processing software Innova connects the company's extensive network of scales. Innova helps Sláturfélag Suðurlands monitor all quantities that go through production

"The scale in Sláturfélag Suðurlands' salt room that has withstood the harsh environment for 23 years!"



and records the utilization of products. Having an integrated system with a clear overview of the entire production and order processing is a game-changer for the company. The company is looking at incorporating Innova's recipe system soon and enhancing traceability for all of its products through Innova.

### Durability and reliability

As readers are most certainly aware, environments inside processing plants can be challenging for equipment. Water, constant moisture, and hot and cold can wreak havoc with sensitive electronics and affect their precision. The scales at Sláturfélag Suðurlands are used eight to ten hours per day, and often more with seasonal production fluctuations. The hygienic design means the scales can be washed down and sanitized quickly for rapid product changeover.

According to Anna Runolfsson, Manager of Product Division at Sláturfélag Suðurlands, Marel was the right choice. Not only are they purchasing a premium product, but they are also buying 'local.' Anna adds, "Even though there are cheaper options, we chose Marel scales because of their durability and service. Marel has been there for us in the past, and I know we can count on their service network when we need it most. Durability and service are two factors that make them completely worth it."

The harshest environment at Sláturfélag Suðurlands is in the salting room. Anna says, "Other equipment did not endure the rough environment in our salting rooms, but our Marel scales

look like new after 23 years of use." Without a doubt, I would recommend Marel scales to anyone based on these two scales alone!"

Due to the extreme longevity of Marel scales, the total cost of ownership is very reasonable. Longer lasting equipment means a more sustainable choice with less of an environmental impact. Anna Runolfsson likes to point out, "Not only are we buying a reliable scale, but the longer lifespan of Marel products means less disposal and replacement of equipment. Better for the environment, and better for our bottom line."

### Here's to the future

Next time when visiting Iceland, be sure to check out the products from Sláturfélag Suðurlands. You will be hard-pressed, not find them! No matter what you see, know that it was processed with a Marel scale somewhere along its journey to you.



Anna Runolfsson, manager of Product Division at Sláturfélag Suðurlands

**Marel is the leading global provider of advanced equipment and systems for the fish, meat and poultry industries.**