

## Case Study

# From Dough to Freezer:

Streamlining Processes for High-quality Frozen Pizza Production

## Client's Objective

Our client, a major player in the frozen pizza sector, sought to optimize their existing production line for dough pressing, sheeting, and freezing. Their goal was to create a more efficient, cost-effective, and automated line that would minimize production inconsistencies, lower energy usage, and maintain high manufacturing standards.

## Our Strategic Approach

We approached this project by focusing on three key areas:

### Benchmarking Industry-Leading Machinery

We conducted a thorough evaluation of cutting-edge machinery specific to pizza production lines, particularly in dough pressing, sheeting, and freezing. By benchmarking leading technologies, we identified a few machineries that not only aligned with the client's cost and efficiency goals but also reduced manual intervention, ensuring a high degree of automation.

### Integration of Advanced Equipment

Our team recommended advanced machinery with improved production capacity to optimize the client's existing dough pressing and sheeting processes, helping them maintain uniformity and produce stress-free dough sheets.

### Collaboration with Freezing Solution Providers

Recognizing the importance of freezing in preserving quality, we collaborated with an innovative freezer solution provider. Their technology, designed for minimal maintenance and extended component life, proved ideal for reducing operational downtime and ensuring consistent product quality.



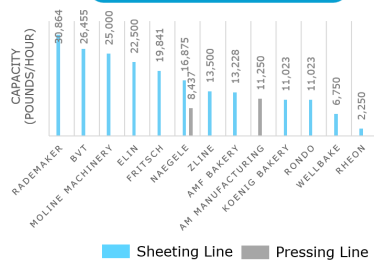
## Snippet

### Executive Summary – Dough Pressing & Sheeting and Freezing

Rademaker, BVT, Moline Machinery, Elin, and Fritsch lead in precision-driven dough pressing lines while JBT FoodTech, Linde, AFE, Lutz Refrigeration, and Starfrost provide energy-efficient industrial freezers optimizing bakery production with superior quality and performance

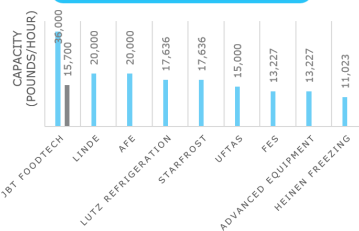
IeB analyzed various solutions for dough pressing & sheeting and freezing stages of pizza manufacturing process to gather these insights

#### High-Capacity Dough Pressing & Sheeting Line



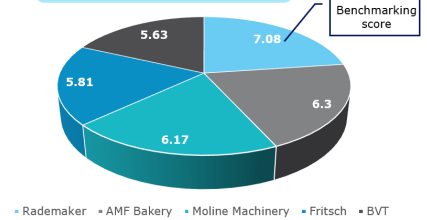
- Rademaker, BVT, Moline Machinery, Elin and Fritsch are the top 5 players that provide high-capacity dough pressing & sheeting line for semi-industrial to fully industrial bakeries
- High precision, high capacity, flexibility and hygiene are the key aspects of their pizza production lines

#### High-Capacity Freezing Line



- JBT FoodTech, Linde, Advanced Food Equipment (AFE), Lutz Refrigeration and Starfrost are the top 5 players that provide high-capacity industrial freezers
- These players offer modular design with faster freezing and lower energy consumption and provide customers with optimum product quality and maximum performance

#### Top 5 Solution: Dough Pressing & Sheeting Line

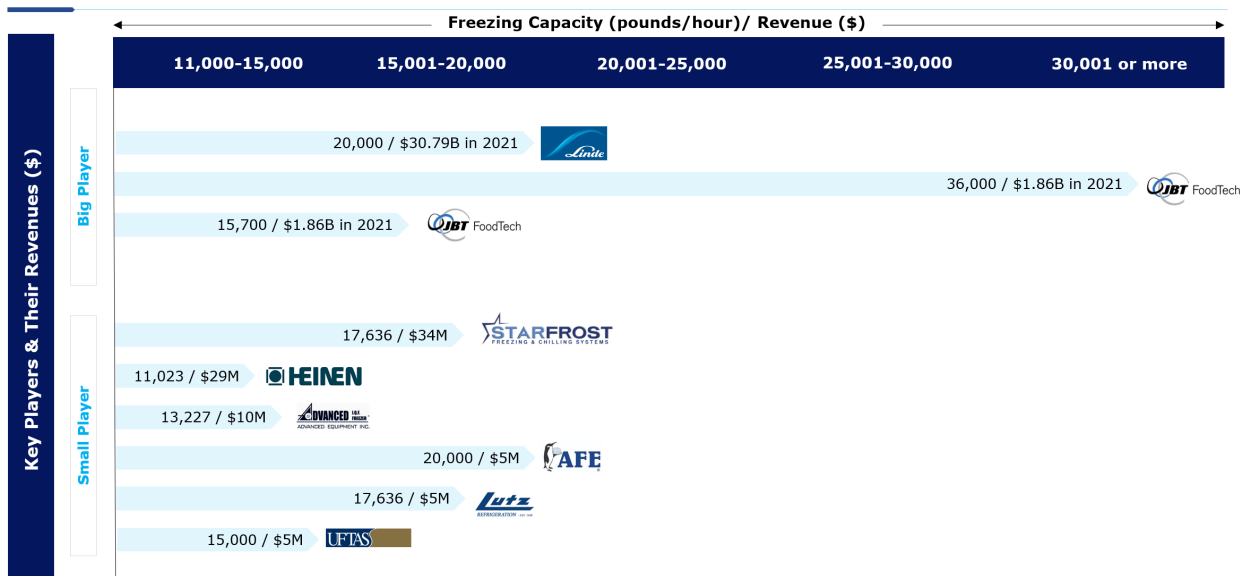


- Rademaker, AMF Bakery, Moline Machinery, Fritsch and BVT Dough Process Solutions are the top solution providers that deliver promising technology for various challenges associated with dough pressing & sheeting stage of pizza manufacturing process
- All these solutions provide **sheeting line** for pizza manufacturing process

Source: Secondary Research, IeB Analysis

### Key Players Operating in this Space Based on their Revenues

Big players such as JBT FoodTech and Linde lead the market with high freezing capacities of 36,000 pounds per hour and 20,000 pounds per hour, respectively; In the small player segment, AFE is also notable, achieving a freezing capacity of 20,000 pounds per hour



**Small Player:** Revenue up to \$500 million **Mid-Size Player:** Revenue >\$500 million but <\$1 billion **Big Player:** Revenue \$1 billion or above

Note: The companies market cap. M & B denotes "million" & "billion" respectively

Source: Secondary Research, IeB Analysis



## Impact

Our strategic optimizations delivered tangible results:

### **Enhanced Production Capacity**

The new setup allows for consistent output at scale with production capacity of 10,000-14,000 pounds/hour i.e., (148-207 pieces/minute), enabling the client to meet high demand without compromising on quality or efficiency.

### **Improved Product Consistency**

With the advanced machinery, issues like uneven dough thickness, stress-induced cracking, and inaccurate cuts were resolved. This improvement in process control enhanced the overall quality and appearance of the pizza bases.

### **Reduced Downtime and Maintenance Costs**

The freezing solution reduced both maintenance requirements and component wear, resulting in significantly lower downtime and a more efficient production cycle.

## Conclusion

By implementing these strategic optimizations, Ingenious e-Brain enabled the client to enhance their competitive edge in the frozen pizza market, positioning them to scale production, maintain high quality, and drive profitability.



# Ingenious Brain

Ingenious e-Brain is a renowned business advisory and management consulting firm offering high-quality, customized, and cost-effective solutions around Technology Research, Business Research, and Intellectual Property Research to industry leaders and innovative companies across the globe. Innovation, knowledge, and transparency form the basis of our company's mission and vision. Along with cost benefits, we provide the highest quality results, ensuring foolproof confidentiality and security. We are an ISO-certified company with offices in India, USA, UK, Japan, and Germany.

Ingenious e-Brain has a strong team of analysts and subject matter experts with domain proficiency devoted to helping clients grow. Our highly qualified professionals offer tailored, value-added, and cost-effective services to our clients. We believe in building long-term relationships with our clients, including national & international corporations, Fortune 500 companies, world's leading research institutes and universities as well as independent inventors.

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