



INDUSTRIAL WASHING MACHINES

# crusader

ISSUE 5

...taking hygiene to the 21st Century

## Export successes secure Queen's Award for leading Birmingham manufacturer



Birmingham-based Industrial Washing Machines Limited (IWM) has been presented with the Scroll and Crystal Bowl for achieving the Queen's Award for Enterprise. The ceremony was held at the company's Birmingham offices on August 4, 2014 and the Lord Lieutenant awarded IWM the scroll and crystal bowl in the presence of the High Sheriff, employees, suppliers and IWM partners.

IWM won the Queen's Award for Enterprise – International Trade. The Queen's Award is seen as a sign of excellence. IWM showed outstanding export growth and global reach. The Awards are assessed by a panel of expert judges from both the public and private sector, providing a high level of scrutiny to meet the Gold Standard required.

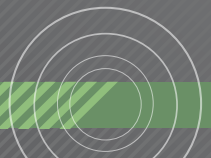
The ceremony started with an address from the company Managing Director Carl Hollier welcoming the guests and keynote speakers. The Lord Lieutenant's speech emphasised the Achievement of IWM Staff and the Kudos that such an award can bring. The Lord Lieutenant's speech was both motivating and congratulatory.



Dignitaries mingled with all IWM staff to share in the occasion. A tour of the factory and a visit to the newly built demonstration area concluded the proceedings during the day.

"Winning such a prestigious accolade was a big confidence boost for us", explained Carl Hollier, Managing Director at IWM. "It also meant so much to my father who founded the company and moulded into the strong manufacturing unit it is today. IWM is a success story because of the people who put their heart and soul into it and a Queen's Award is the ultimate recompense for us all".

The Lord Lieutenant, Mr Sabapathy added about the event: "It is always great to see small, family run businesses that take chances and forge their own destiny. 570% growth in the last three years alone is a great achievement and we are here to celebrate their dedication and courage in taking the business further. The private sector needs more companies like IWM and obviously, more leaders like Mr Hollier guiding them", he finished.



# Let IWM clean up while you watch!

Industrial Washing Machines Limited (IWM) is offering existing and potential customers the opportunity to bring soiled trays/baskets, racks, s/s Eurobins and utensils to the company's totally refurbished demonstration area at its Birmingham headquarters and see for themselves just how quickly, easily and economically these items can be cleaned and sanitised by the latest products in the IWM range.

The new demonstration area has been constructed to represent a typical high care food industry washroom and is extensively equipped with machines capable of meeting almost every food industry hygiene requirement. All of the machines are fully operational and can be demonstrated at short notice.

Among the machines visitors to the demonstration area can examine and evaluate are a SAN100e free-standing sanitiser suitable for low- to high-care applications, a T800 high-care washer with blow dryer, an R20 cabinet-style rack washer, an EDI13 Cabinet utensil washer, an EC20 buggy washer and a dip tank jacuzzi unit. Visitors will also be able to visit the extensive IWM production facility, where at any one time there are 20-30 various pieces of washroom equipment under construction.

**We look forward to seeing you at IWM soon!**

## IWM signs Australian distribution deal

Industrial Washing Machines Limited (IWM), one of the UK's leading designers and manufacturers of industrial washing and sanitising equipment, has signed a major distribution deal with Global Machinery and Supplies, a highly regarded and successful specialist supplier of equipment to the food processing industries in Australia and New Zealand.

Under the terms of the deal, Global Machinery and Supplies, which has its headquarters in Sydney, New South Wales, is appointed as the exclusive distributor for all IWM products in Australia and New Zealand. Global Machinery and Supplies will not only handle promotion and sales of these products throughout the region, but will also provide service and technical support for users, including the supply of consumables and spare parts.

"With their enormous food industries, Australia and New Zealand are particularly important markets for us," said Carl Hollier, Managing Director of IWM, "and they are crucial to the success of our on-going worldwide export drive. We are, therefore, delighted to be working with



Global Machinery and Supplies, a company that is well-known and highly regarded in antipodean markets."

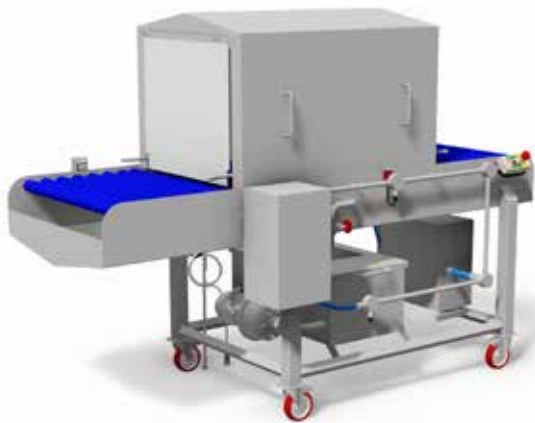
"In fact, IWM has already had some success in Australia, with several machines sold to Western Australia in 2013, and orders for two new SAN100e sanitisers already received in 2014. With the support of Global Machinery and Supplies however, we are certain that we will quickly achieve much greater penetration of the huge food and beverage manufacturing market, which in Australia accounted for 21.6% of the country's manufacturing value added in 2012-13."

"IWM machines are innovative, efficient, built to last and they offer excellent value for money," said Mike Jackson, Managing Director of Global Machinery and Supplies, "which are exactly the qualities our customers want. We are, therefore, confident that the IWM equipment will be well received in our markets, and we're looking forward to a long and mutually profitable relationship between our two companies."





# IWM offers sanitisers to suit all users



Industrial Washing Machines (IWM) has now updated and expanded its popular and successful SAN100e range of sanitising tunnels to offer ten standard models, including a new low-cost entry-level machine, thereby ensuring that there is a model that accurately matches the requirements and budget of virtually every user. All models are usually available from stock for immediate delivery.

All SAN100e models use the same chassis, which has hygienic bead-blast finish to ensure ease of cleaning and maintenance. Compared with earlier models, the new sanitisers feature increased belt width and tunnel height, and are suitable for sanitising produce in buckets, bags, tins and trays up to a maximum size of 450 mm wide x 450 mm high.

In all versions, the produce moves through a tunnel where a solution of sanitising fluid is misted onto the items from top, bottom and sides to provide complete and effective sanitisation. The novel tunnel design used in the machines ensures that the sanitising spray is fully contained and that, after use, the sanitising solution weirs to a central outlet drain to aid efficient recovery in recirculating models.

A choice of three conveying options is offered. Low-cost entry-level models feature a manual push-through transport system, while standard models offer motorised transport through the tunnel with manual loading and unloading. The third option provides fully motorised transport for all operations, including loading and unloading. Where fitted, conveyor rollers are manufactured from hygienic HDPE material.

For the motorised models, the jetting process is linked with the operation of the conveyor to maximise efficiency and economy. Users can set the speed of transit of produce through the sanitising tunnel anywhere between one and four metres per minute, allowing the sanitising treatment to be optimised easily and quickly to suit virtually any requirement.

Irrespective of the conveying option chosen, SAN100e sanitisers from IWM can be supplied in versions that use fresh water for all operations or that re-circulate water and use mains water only for make up. Re-circulating systems feature a low-chemical alarm to alert users when the sanitising agent needs replenishing.

SAN100e sanitisers from IWM are designed to be simple and economical to use, and to require a minimum of maintenance. They feature solenoid-controlled proportional injector pumps to ensure accurate dosing of sanitising fluid and incorporate bayonet fitting spray tips that can be removed easily for cleaning or replacement. The body of the machines is fabricated from corrosion-resistant T304/316 stainless steel, and their streamlined design allows easy access to all areas for routine cleaning.

All IWM SAN100e sanitisers comply fully with relevant UK and EU standards, and all are CE assessed and certified prior to shipment. The machines are supplied complete with detailed instruction and maintenance manuals.





# IWM sells **medical bin washing system** to Dubai Municipality

**A** brand new medical bin washing system, supplied by Industrial Washing Machines (IWM) has been delivered and installed at the Dubai Municipality Medical Waste facility in Jebel Ali. The state of the art equipment is designed to wash and sanitize 660-litre wheeled medical waste bins, maintaining the highest environmental and public health standards.

The new washing system was inaugurated by Engineer Salah Abdul Rahman Amiri, who is the Assistant Director General for the services sector of the Dubai Municipality. Engineer Naji Al Radhi, the Head of Waste Management of the Hazardous Waste Division and Ramakant Dixit from MES LLC (Marathon Environmental Solutions LLC), who supplied the equipment, were also present at the event.

“The washing station uses the latest software technology and has been specifically developed to deal with medical waste in the safest way possible, observing national regulations,” explained Carl Hollier, Managing Director of IWM. “The adoption of the new system demonstrates Dubai Municipality’s determination to ensure medical waste is disposed of in a responsible and environmentally-friendly manner.”

The newly installed medical bin washing system will save time and resources, with only 850 litres of water required to wash 100 large medical waste bins. The Dubai Municipality Medical Waste facility will be able to save significant amounts of water and detergent thanks to the new system’s wash-water recirculation system, which incorporates a high-efficiency box filter that lifts out of the machine for easy cleaning.

Manufactured from high-grade T304 stainless steel, the ECW cabinet-type bin washer from IWM is robust and

ensures thorough washing. A rotary jet nozzle system cleans bins internally, whilst external surfaces are washed using a powerful sustained jetting with bayonet type jets.

The machine is easy to use and requires little operator input because of its semi-automatic design. The operator simply wheels the bins into the loading position, closes the safety gate and presses the load button. The washing and rinsing operations are automatic and, when they are complete, the operator only has to press the unload button to discharge the bins from the machine.



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## **IWM will be attending:**

- FoodPro Melbourne Australia
- PPMA Birmingham
- Pack Expo Chicago
- Gulf Food Manufacturing Dubai
- Pro Pack London