



Case Study

UAB Utenos Mesa

noax industrial PC's document
order allocations and entries for a producer
of meat and sausage products



noax industrial PC's at UAB Utenos Mesa, a producer of meat and sausage

Reliability saves real money

"We almost went broke. That was shortly after we were privatized. But then, thank God, it improved again." The story of Audrius Pucas, IT department manager at UAB Utenos Mesa, is typical case in post-socialized countries. His colleague, Makarevic explains, "What finally saved us was new management, private capital and modern automated solutions, which target

West-European standards. Sooner or later, we would have had to tighten the processes. But, from the start we

"If the computer fails, it causes delays in production, and that not only costs time, but also a lot of money."

wanted an efficient system and a secure investment in the future." Both IT specialists work at Utenos Mesa, one of the largest producers of meat and sausage in the Baltic. noax industrial PC's are an important part of their automated solutions.

A dream-like rate increase

The UAB Utenos Mesa Company covers the entire production chain of meat and sausage products, from slaughtering to packing and shipping. Their customers consist not only of the leading European retail chains, but also large purchasers such as McDonald's. On average, 600 to 1,000 animals are slaughtered per week including: pork, beef and even wild animals. Presently, the company's three plants employ about 1,500 workers who process roughly 40 tons of meat daily. Besides fresh meat, the company also ships a wide variety of sausages, totaling approximately 200 different products. The meat processor, Utenos Mesa, was established in 1976, when Lithuania still belonged to the Soviet Union. With independence came privatization, which first plunged the company into a deep crisis. However, the meat processing

company recognized it as a chance to modernize processing according to strong economic criteria. They set up a rigid reorganization program which included the replacement of previous management and a large part of the personnel. Utenos Mesa acquired private investors, and consequently invested in modern plants and technology, expanded its assortment of products, and created an appealing packaging. The dramatic changes paid off. Currently, the company is not only in the black, but has risen to be the Baltic example of success. Utenos Mesa was able to increase its sales from 2005 to 2006 to 100%.

New markets through joining the EU

The positive numbers are also due to joining the European Union, which opened additional markets for Utenos Mesa. Presently, the company is exporting its products to all EU countries and its neighbor Russia. A platform for success is to have a company policy which

believes in reliable and modern installations. Many of these installations and machines come from German companies, which have excellent reputations. Looking for IT hardware in Germany has paid off. At first, Pucas and his colleagues experimented with industrial computers manufactured by a noax competitor, but the units did not satisfy the IT specialists. The hard drives often failed and the touchscreens did not always respond as expected. Bad service and construction made maintenance more difficult which did not please Pucas. "Time is money!" stated the IT department manager. "If the computer fails, it causes delays in production, and that not only costs time, but also a lot of money."

Rugged and reliable

For this reason, Pucas and his colleagues searched for a different solution. The industrial PC's had to be durable and reliable, particularly the hard drive and the touchscreen had to be



The most modern meat technology supports production processes

After the breakdown of the USSR, Utenos Mesa was one of the first companies who gave privatization a chance. Thanks to a strict remodeling program and automated solutions at European standards, the success of the company achieved unknown heights. Always by their side, noax industrial PC's ensured ongoing production due to their reliability thus saving the company money.

With the noax industrial PC's, orders at Utenos Mesa are reliably booked and correctly assigned



easy to operate, maintain, and able to function at a variety of temperatures without affecting performance. Ultimately, it needed sufficient interfacing and PCI slots to connect barcode scanners, scales, and printers. As for connection possibilities, the previously used unit had already reached its limit, even though it was purchased only three years prior. In addition, the IT experts placed great emphasis on the need for dependable service along with the ability for users to make quick repairs. They found a unit on the noax website, which appeared to meet all their requirements: the IPC C15 with a 15 inch touchscreen. After the first year, Utenos Mesa had 26 noax rugged industrial PC's in use.

From manual lists to industrial PC's

The computers use the Windows XP operating system with the software "Meat Master" by the Lithuanian company, Pralo. The program accompanies the entire production process, from the arrival of the living animals to delivery of the finished product, utilizes user management, exchanges data with the product management system (Utenos Mesa uses MFG by QAD) and has back-tracking features. Each procedure is precisely stored and documented by the software. "Meat Master" also directs and controls the structure of the individual recipes. At delivery, it prints the packaging labels, such as expiration date, respective weight and also a barcode. With the scanner, the product can be booked electronically and designated to the individual customer. Before the company had switched to electronic data acquisition, lists were used for each procedure and each step had to be evaluated by the bookkeeping department. However, this kind of order processing does not meet the

standards of the 21st century. The change to an electronic system was the only logical choice. Traditional office PCs or laptops are not suited for such tasks because they stop functioning after a short period of time. Companies like as Utenos Mesa require efficient computers, which are immune to harsh environmental conditions in the meat production industry.

Water exposure and disinfectants

Major problems for PCs are the cold temperatures in the cooling rooms, the high humidity,



Without delay: simple data capture thanks to installation directly at the workplace

constant water exposure and disinfectants. "We regularly clean our computers with water and disinfectants because of the stringent hygienic regulations required by the EU. It is extremely important that no fluids can get into the computer, and that no condensation can form inside

the enclosure," explains Makarevic. "These are the greatest burdens on the units. However, noax waterproof computers can easily deal with these problems." The noax IPCs were built for this type of environment. The Utenos Mesa IT specialists had decided in favor of a Compact C15 industrial PC, which is characterized by its rugged, tough, and stable construction. Protection class IP65 rating guarantees that water or other fluids cannot damage the computer or cause corrosion which would cause the computer to fail. Since a noax industrial PC handles crucial processes, Pucas and Makarevic put a high emphasis on failsafe reliability. The resistive analog touchscreen convinced the IT specialists because it is as rugged as the noax computer itself. The display is protected from external influences like water, blood, and fat thanks to an optional protective film. The touchscreen can be operated easily and, most important of all, even with gloves. Easy operation of the unit and software has also made the workers accept the technology faster because it lightens their workload and has an identifiable use. All essential components of the industrial computers are developed and produced in-house by noax. This way, noax can guarantee customer support for years. Pucas and Makarevic are satisfied with the noax touch panel PCs. However, Utenos Mesa does not wish to remain at the achieved level. "We have plans to introduce noax computers in additional areas of the company, such as incoming goods. Of course, the salaries in Lithuania are still relatively low in comparison to other EU countries, but that will change in time. And the noax industrial PC's will helpustobepreparedforthat."Andthenoaxindustrial PC's will help us to be prepared for that."

"It is extremely important that no fluids get inside the computer... noax waterproof computers can easily handle these types of conditions."



Utenos Mesa UAB

Company Profile:

The meat fabric was found in 1978, when Lithuania still belonged to the Soviet Union. After the independence and the privatization that came along with it, Utenos Mesa, as a lot of other companies, fell deep in the reds. But with a strict reconsolidation program and clever investments, the sales increased from 2005 to 2006 over 100 Mio. €. In three plants the company has over 1,500 employees who process roughly 40 tons of meat daily. The company processes besides pork and beef under others also game.

For more information, please visit:
www.utenosmesa.lt

Specifications and Application

Objectives:

- ✓ Automatic customer and delivery allocation
- ✓ Automated weighing
- ✓ Automated label printing with exact weight
- ✓ Reporting of data to bookkeeping for invoicing

IPC Requirements:

- ✓ IPC operation at processing and delivery
- ✓ Easy operation per touch
- ✓ Completely sealed
- ✓ Protection against vibration and shock
- ✓ Interfaces for periphery devices, i.e. printers
- ✓ Bright, high contrast display
- ✓ Professional support and service
- ✓ Long lifetime
- ✓ High system availability

Overview of Components

Hardware:

- Industrial PC Compact C15
- In-house developed noax all-in-one motherboard
- Input: particularly robust touch panels
- Bright, high-contrast TFT display
- Protection class IP65
- Completely sealed, without external fan

Software:

- Operating system: Windows XP
- Application programs: "MeatMaster" from Pralo (www.pralo.lt)

© noax Technologies
Case Study arranged 2007

Headquarters

noax Technologies AG
Am Forst 6
85560 Ebersberg (Germany)
Tel. +49 8092 8536-0
Fax +49 8092 8536-55

noax Technologies Corporation
5265 Parkway Plaza Blvd. Suite 110
Charlotte, NC 28217 (USA)
Tel. +1 704 992-1606
Fax +1 704 992-1712

noax[®]
Technologies

For worldwide locations, visit: www.noax.com or email info@noax.com