

Omori x ANR ProBake: Revolutionising Quality Assurance in Nutritional Baked Goods



- Accurate, repeatable detection of contaminants down to **0.6mm**
- Less than **5 minutes** product setup time
- **85 products** scanned **per minute**

Inside ANR ProBake

ANR ProBake, a specialist in nutritional baked goods, produces cookies, brownies, bars and flapjacks for food companies around Europe and further afield. With an in-house New Product Development kitchen and stellar reputation, they are the go-to solution for everyone from small startups outsourcing their production to massive conglomerates producing new lines.

With their existing quality check process limited to a metal detector, ANR ProBake sought a solution to provide additional reassurance and meet the evolving demands of their clientele. The need for enhanced checks at Critical Control Points (CCP) and the pursuit of heightened efficiency in contaminant detection prompted ANR ProBake to seek a more advanced solution.



Discovering Omori

ANR ProBake's journey began at the NEC, where they joined Omori for a live demonstration. They were able to practice using the X-ray machine with their own products and test out the machine's speed, intuitive controls, and user-friendly menu. This was pivotal in their decision making process, as the ability to see it in a real-world environment and see it work with their exact products provided them with a clear view of the benefits.

Impressed by the simplicity of the controls, ANR ProBake particularly liked how the machine could not only detect metal and non-metal contaminants but also check that the shape and filling of each product was up to standard.

Omori also stood out for their reliability, with their sophisticated signal analysis algorithm allowing for easy identification of contaminants, offering outstanding detectability rates with little to no false rejects.

ANR ProBake particularly liked Omori's internal values and commitment to providing excellent customer service:

"One thing that always stood out to us was the values and ethics that run throughout the business. You can tell every person at Omori actually cares about delivering great service."



Dan Jones, Managing Director at ANR ProBake

"The Omori team worked hours that would suit our business rather than the other way round – they worked antisocial hours just to get it done when it worked for us. We had minimal downtime, and it was far less disruptive than we feared."



Mark (Bill) Beaumont, Operations Director at ANR ProBake

With personalised installation, training and ongoing support, Omori stood out amongst competitors for their human approach and commitment to helping their customers get the most out of their machines.

Stress-free installation

Despite the ANR ProBake team expecting disruption, the installation process was a breeze. Omori accommodated their schedule, working antisocial hours to minimise downtime and disruption and had two machines up and running in just one week. Despite the process being complex, as they needed to integrate two x-ray machines with existing metal detection and checking units, it was handled seamlessly by Omori.

Their bespoke installation service in integrating their equipment with other machinery showcased their commitment to exceeding expectations.

Post-installation, the training provided by the Omori team was personalised and thorough, ensuring ANR ProBake felt fully confident using the machine before they were left to it. With one-to-one advice, live demonstrations and training delivered by a real person, ANR ProBake were able to start using the machine with zero significant issues to date.

Unparalleled Performance

The implementation of Omori's X-ray machine set a new standard for quality assurance at ANR ProBake.

With Omori's commitment to providing industry-leading equipment, ANR ProBake were able to accurately and repeatedly detect contaminants down to 0.6mm.

With product setup times of less than 5 minutes and the ability to change recipes in seconds, it's easy to see why the ANR ProBake team found the X-ray machine so user-friendly. The X-ray machine scans an average of 85 products per minute at ANR ProBake, ensuring their products can go through more stringent checks without slowing down production.

"It's great – you only have to set it up once per product and then it's set up for a lifetime."

Dan Jones, Managing Director at ANR ProBake

Not only that – with a competitive initial purchase price and lower total cost of ownership (TCO) than competitors, Omori continues to provide the most cost-effective solutions on the market. What’s more, quick and simple tool-free maintenance of the conveying area means that routine maintenance and cleaning can be completed with ease.

Innovation and Trust

ANR ProBake’s embrace of innovation finds a trusted partner in Omori. This collaboration is not just about bridging a gap; it’s about setting new industry benchmarks and delivering uncompromising excellence.

“We’re open to innovation, and working with Omori means we can take steps knowing we’re working with someone we can trust”

Dan Jones, Managing Director at ANR ProBake

As ANR ProBake strides into the future, they do so with confidence fuelled by a partnership grounded in trust, innovation, and a shared commitment to delivering perfection.

About Omori

Work with a provider who is renowned for manufacturing machines of exceptional quality.

At Omori UK, we enable our customers to distinguish themselves from their competitors by using technology to create innovative packaging and processing solutions.

With over 70 years of experience, we specialise in offering solutions to meet the specific needs of our customers. From design and engineering to installation and maintenance, we take care to ensure that processing and packaging lines perform to the maximum, with the highest levels of efficiency.

Our mission is to craft innovative packaging designs through creative and sustainable solutions, delivering consistent results that make businesses truly efficient.

You can get in touch with Omori here

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