

## ***Freshline® QS Tunnel Freezer***

***New quality means new business opportunities***

*“The fact that we have such a modern tunnel freezer will most definitely attract more customers, as it gives them a guarantee of very high quality.”*

Jerzy Piotrowski, owner of J&J



PRODUCTIONS 



“Thanks to the Freshline QS tunnel freezer we can think of the future, think of increasing our output and expanding our exports with the confidence that the quality of our products meets the expectations of our foreign customers,” says Jerzy Piotrowski, owner of food producer J&J, who invested in the Freshline QS tunnel freezer at the beginning of 2010.

Countries around the world where J&J sells its products include the UK, Germany, Belarus, Ukraine, Moldavia, the Czech Republic, Africa, China, and Vietnam. Exports are a key part of the company’s operations, which is why J&J is particularly interested in investing in this area. J&J specialises in poultry. Whole chickens, chicken parts and chicken meat products are prepared at J&J’s Częstochowa plant in southern Poland, the company’s second factory, which has invested in a new Freshline QS tunnel freezer. The company’s owner mentions export as a priority amongst various potential directions for expansion in the future.

“We read about food freezing equipment using liquid nitrogen in one of the trade publications and discovered that, although it is new technology, it is already used by many producers. Whilst we were ordering our gases from Air Products we asked about such equipment and were directed to an expert in freezing techniques from Air Products, who proposed the Freshline QS tunnel freezer for us.” Jerzy Piotrowski, the owner of J&J, points out that the company could not afford a huge capital investment, but wanted to improve its production process. “For this reason the Freshline QS tunnel freezer was a perfect solution – it allowed us to introduce a big increase in quality with a relatively low capital investment.”



## Speed – the key to quality

“In times of increased demand for our products, the speed of the freezing process is key and has a direct impact on our business results. Unfortunately, the shock freezing equipment we had used previously proved insufficient in such times. The whole freezing process used to take 48 hours. Air Products’ Freshline QS tunnel freezer achieved the same results in barely 12 hours. This change is significant – the figures speak for themselves.” And as Jerzy Piotrowski points out, increased speed means significantly increased quality, and the company’s customers, especially from Western Europe, pay particular attention to the value of the attractive appearance of J&J’s products.

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On the other hand, reality is such that the price of raw ingredients is soaring, so J&J must be flexible and adapt its output to the changing conditions on the market such as demand, price differences and fluctuations in exchange rates. Because the Freshline QS tunnel freezer is flexible and can be adapted to production needs at any given moment, it also passes the test during times when J&J’s output is lower. The Freshline QS tunnel freezer does not have to be in operation continually.

## Ease of use and convenience

Jerzy Piotrowski describes the Freshline QS tunnel freezer as unbelievably simple to operate. “When we heard the term ‘new technology, modern freezing processes’ we were afraid that our employees, who are not all highly qualified, might not be able to cope. We know there are all sorts of tunnel freezers on the market, from the simplest through to multi-function installations which combine various freezing systems. We needed an effective and modern piece of equipment, but with no frills, no additional functions, options and improvements, which might be difficult to operate. The Freshline QS tunnel freezer was a positive surprise for us. It fulfils its function, as it performs all the basic functions a modern freezer tunnel should, but it is also simple to operate.”

In addition, J&J’s owner emphasizes the tangible benefit resulting from the fact that since the Freshline QS tunnel freezer has been installed in the factory, products do not have to be transported around the factory floor by employees in fork-lift trucks. This happened when products were frozen using the old shock freezing techniques and was very labour-intensive. This means significant savings in transport and labour costs.

“The Freshline QS tunnel freezer has an additional advantage,” adds Piotrowski. “The temperature in the factory does not increase, and this is important for meat production. The Freshline QS tunnel freezer helps us maintain the right temperature throughout the factory.”

“When dealing with a relatively cheap product, such as chicken wings, where the margins are low, the cost of freezing significantly impacts total production costs. Our previous equipment used up a lot of energy, which was not good when you consider the rising prices of raw products. Air Products’ Freshline QS tunnel freezer gives us a much better freeze quality with much lower energy and labour costs. For this reason we hope that if the price of the gases used in the tunnel remains attractive, we will soon be able to see significant cost savings as one of the key advantages of this tunnel.”

## Looking to the future

“Our production capacity is not currently fully exploited, and could easily be doubled. We therefore have huge possibilities to develop,” says Piotrowski. Working in two shifts, increasing output, and expanding markets are amongst the goals he mentions for the future. “Thanks to the speed of the Freshline QS tunnel freezer, the products we freeze retain their original colour and taste whilst employees have had no problems operating the new equipment, which makes it an appropriate partner for our future growth,” concludes the owner of J&J.

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