

BATTER UP!

Brookfield And MP Equipment Team Up To Add Speed To The Batter Application Line-Up



MP Equipment Company in Buford, Ga. has been supplying quality equipment to the food processing industry for over 40 years. The company makes a complete line of advanced batter, breading, and mixing equipment. This equipment is used in processing such products as chicken, fish, french fries, onion rings, and burritos. M.P.'s equipment is designed for safety, sanitation, ease of operation/maintenance, and precise process control.

When MP looked to introduce precise viscosity control to their line of batter mixers, they came to Brookfield Engineering Laboratories, the world leader in viscosity measurement and control for over 80 years.

M.P.'s project manager J.T.Lawler said: After researching the industry we found that Brookfield was one of the largest and most popular providers of viscometers. We also discovered that they have a great reputation, which we found that they live up to. We were able to try a demo unit in our production line, so we were able to have proof of success before we made a full commitment."

The people from Brookfield are fantastic," said Lawler. "What we found is that for our needs and those of our customers, no one can touch Brookfield with batter control. They are the best in accuracy and size and the AST-100 is the heart of our system. The compatibility and flexibility of this instrument worked right in with our process flow. Brookfield has also made customized product improvements specifically for our needs at MP. This has allowed us to streamline a whole control system to best meet our customer's needs.

"In the frozen and fast food industry, manufacturers have increasingly demanded higher capacity. With the AST-100 in the MP viscosity control system (VCS), we were able to increase capacity nearly 300%, while tightening the specified tolerance on batter pick up by 50%. This increased capacity and better control saves our customers money. It allows us to bring a better value to our customers and together with our strong service commitment, allows us to forge stronger partnerships. Together, we have been able to set a new standard for batter making in the food processing industry."

For further information on the M.P. Equipment VCS batter mixer, please visit www.mpequipment.com or call 1-770-614-5355.

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