

FAMILIA
MARTÍNEZ

Tasty, Healthy, Easy, Sustainable

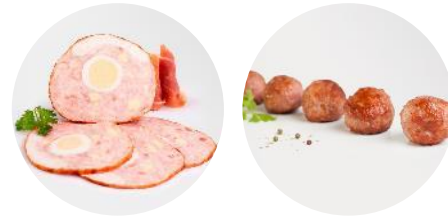


FOOD



Minced meat and cured sausage Producer

157 M€ **40M**
Turnover/year Kg / year



Meatballs and roasted producer

23 M€ **5M**
Turnover/year Kg / year



Ready meals and meat toppings manufacturing

27 M€ **+6 M**
Turnover/year Kg / year

50% RETAIL
50% HORECA (Hotels, restaurants and caterings)



115 M€ **23.000**
Turnover/year Tonnes / year

INNOVATION



Startups
Companies
Community



TECHNOLOGY

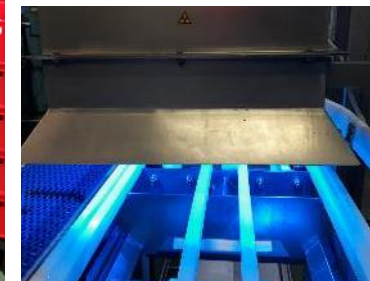


Customized engineering solutions specialist

18 M€ **+100**
Turnover/year Employees



ROBOTIC AUTOMATION
ARTIFICIAL VISION
X-RAY
THERMOGRAPHY





Challenge 1

Prioritize meeting or even exceeding consumer's quality expectations previously formed at the selling point and confirmed through the eating experience, which constitutes a main point in a company's sustainability policy. Also, foster consumer's loyalty when launching a product must be the focus of the manufacturing process, and this is strongly related to intrinsic product quality cues.

Cutting-edge technology to ensure consumer's most appreciated quality cues related to physical attributes and chemical properties such as color, smell, texture, juiciness, flavor etc... which is of the utmost importance for the industry.

It must be:



Reliable



Cost efficient



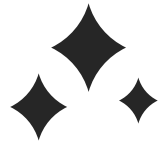
In the production line



Sustainable



Quick



Challenge 2

Keep high hygienic standards in the production plants in a sustainable way, not only considering environmental issues, but also taking into account productive and economic aspects, which is key in order to be competitive.

Technological solution for hard-to-reach areas in food production plants

It must be:



Reliable



Cheap



Effective on a wide variety of microorganisms



Sustainable



Rapid detection



Close to production line



Safe for food and people



Easy to handle



Able to combine with other chemical, physical or biotechnological solutions in a synergistic way



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THANK YOU

