

The Best of the Best.... Inovation leads to success !!!!

SUBJECT: Counter Disinfection & Meat Maturing/Ageing

OVERVIEW: Research, Development and Implementation...three words most manufacturers dread to hear, as it often means time, money and a lot of "Head Scratching"!!!

REVELATION: Two market leading companies who pride themselves in excellence decided that they both had products available that could benefit the end user, all we had to do was combine the leading BÄ·RO Applied Technology "Air Disinfection Solution" with the Bailey & Smiths Ltd "Meat Maturing Chamber" display system to achieve an innovative solution to the butcher who prides himself on the maturing of his meat.

BUTCHER'S NIGHTMARE ENDS WITH A SOLUTION: Approximately 20% of all foodstuffs go off before they reach the consumer. Micro-organisms, such as bacteria, yeast, fungi and their spores, are responsible to a great extent. This can lead to a significant loss in food quality; furthermore micro-organisms manage to get inside the units from outside via the surrounding air and are afterwards carried into the various display counters. These micro-organisms then lead to a reduction in shelf life and it is well-known that bacteria expedite the greying of meat products.

The BÄ·RO UV-C refrigeration disinfection module is installed within the Bailey & Smiths counter in such a way that the circulated air current is continually treated with germicidal radiation. The constant operation of the module guarantees an effective disinfection of the circulating air. The number of germs in the circulation area of the cooling unit will be reduced by over 90% of the original total. Thus, contamination of the displayed meat is significantly reduced providing an effective contribution to product freshness and ageing process.

CONCEPT HIGHLIGHTS: Bailey & Smiths Ltd - Innovative designers, manufacturers and installers of "Custom Built Hot, Cold & Ambient Display Counters", and BÄ·RO Applied Technology, "World leaders in UV-C air service and water disinfection solutions" joined forces to develop a storage holding display cabinet that not only visually complimented the meat but additionally improved the longevity of it through reduced weight loss, improved

shelf life and significantly less trimming. Not only will product quality and hygiene standards be improved, profitability will be tangibly increased.

LATEST INSTALLATION LOCATION: The Eagle at Barrow, Clitheroe Road, Barrow, Lancashire, BB7 9AQ

THE COMPANIES COMMENTS: Bailey & Smiths Ltd - Manufactures of unique and patented display counters and systems, individually designed for the aspiring retailer. The counters are made to fit into any recess or can be mounted against a wall. From custom design to installation, quality materials are hand crafted to create the perfect investment for the most demanding customer. "Anyone can put new counters into their shops, however we install the future!" said Graham Smith, Bailey & Smiths Sales & Marketing Director.

Refrigerated to comply with health and safety regulations, a "Meat Maturing/Ageing Counter" allows both the butcher and his customers to monitor the meat as it matures. Bailey & Smiths Ltd is a company that prides itself on its ability to manufacture made-to-measure cabinets individually tailored to suit each specific business. "I believe we are one of the only producers of display counters that truly design counters to meet our customers' requirements," said Graham, who along with BÄ·RO has been a key player in many Q Guild Shop refurbishments such as Philip Warren & Son, JW Mettrick & Son, Walter Smith's Butchers, Frasers of Aviemore, to name but a few...

Dave Whittingham, BÄ·RO Managing Director, commented, "In the retail lighting sector, BÄ·RO is at the forefront of supplying retail lighting solutions that are particularly sensitive to fresh food display and storage. It is a natural progression for us to go one step further and introduce hygiene solutions, using a form of light, that work to improve fresh product shelf life, appearance and quality whilst offering substantial cost savings to our customers that result in increased profitability."

Please see the additional article from "BÄ·RO Applied Technology" which further explains the benefits of air disinfection in this months Guild of Q Butchers Newsletter.

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