

Die Fleischerei

International magazine for meat processors in trade and industry

Füllsysteme:

Mit hoher Leistung
füllen und portionieren

Verpacken:

Verpackungslösungen für
den kleineren Bedarf

BioFach 2018:

Trends und Neues auf der
Leitmesse der Biobranche

Fleischerei Handwerk

Schinken & Spargel:

Kulinarisches Duo
sorgt für mehr Umsatz

Fleischerei International

Danish pork:

Focus on product
quality and safety

IHR GEWINN: EINE ANLAGE VON SORGO



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Change in business management

Michael Bogdanski has joined the Swedish food technology company Micvac (Mölnådal, Sweden) as its new CEO from 1 February 2018. He takes over the role from Håkan Pettersson under whose management the company achieved remarkable international expansion as well as rapid growth.

Michael Bogdanski has extensive experience in management roles in various companies in the consumer goods sector. In his professional posts he has been responsible for the successful development and implementation of sales, marketing and innovation concepts. He most recently

served as president of the North American division of the Deb Group, an internationally leading manufacturer of products for occupational skin care and hand hygiene. Previously he spent ten years in various sales, marketing and general management roles at Es-sity (formerly SCA) in Sweden, again in the area of hygiene and health products. Prior to that, Bogdanski was responsible for marketing and product development at Procter & Gamble for nine years.

"I am very enthusiastic about the opportunity to lead Micvac into its next phase of growth," says Bogdanski. As the former own-

er of restaurant awarded for its "farm to table" concept and an investor in a premium bakery, his enthusiasm for the food sector is obvious. He intends to bring his knowledge of and experience with high-quality food to his new role at Micvac.

Micvac is continuously expanding its international business activities and acquiring new market shares in the chilled ready meals sector. "We are pleased that Michael Bogdanski is bringing his expertise in international business and his outstanding team building skills into our organisation. We will also profit from his B2C experience, which will



Michael Bogdanski has been the new CEO of the Swedish food tech company Micvac since 1 February 2018. Micvac AB

help Micvac to respond even better to the wishes and demands of consumers in this fast-paced market segment," says Anders Brännström, chairman of the board at Micvac.

www.micvac.com

Energy efficient freezing of food

The new Freoz plug-in freezer island from Viessmann (Hof, Germany) is highly energy efficient according to the manufacturer. Freoz can be adapted to a wide range of store formats, is spacious and allows efficient use of space even in small markets.

The energy optimised construction with 80 mm thick walls, which contain an environmentally friendly insulation material, guarantees a high level of energy efficiency along with the variable speed compressors, low energy fans, transparent sliding lids and energy saving LED lighting. The environmentally friendly and energy efficient propane gas (R290) is used as the refrigerant.

The freezer island is suitable for both small food stores and supermarkets.

The large volume ensures efficient use of space and easy filling. Freoz can be easily accessed from all sides and the products are well lit and positioned in easy reach.

In the standard design Freoz has a wide range of fittings such as adjustable feet and dividers to enable immediate use as soon as



The new Freoz freezer island can be easily accessed from all sides.

Viessmann

the freezer is in place. Optional accessories include remote temperature monitoring devices or holders

for product prices. Different shelf elements offer additional possible combinations. www.viessmann.de

Masthead

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