

# IMPACT

Quarterly Newsletter



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## Feature Article

Tri-Mach Introduces new SL Series of Ever-Kleen® Conveyors



Ever-Kleen® SL1 ●



Ever-Kleen® SL2 ●



Ever-Kleen® SL3 ●

The Ever-Kleen® brand was created by Tri-Mach Group Inc. to address a concerning gap between equipment design and food safety. After a Listeriosis outbreak was linked to a meat processing facility plant in Toronto, food processors began looking for equipment that was easier to clean and maintain. Interest in Ever-Kleen® technology grew exponentially, as food processing facilities began to demand more from their equipment suppliers.

Now, Tri-Mach Group is proud to introduce the evolution of our industry-leading Ever-Kleen® brand with a new three-level classification system. **The Ever-Kleen® SL1, SL2 and SL3** series conveyors were developed to meet every aspect of our customers' needs. By re-organizing our Ever-Kleen® offerings, Tri-Mach Group is providing more choice, higher efficiency and improved economical flexibility for our valued customers. The new Ever-Kleen® SL Series streamlines the design and fabrication process, while maintaining the same level of customization and quality that our customers expect from a Tri-Mach Group solution.

### Ever-Kleen® SL Series Advantages

- Higher cost-effectiveness & efficiency
- Improved ease of choice with application-based material & design templates
- Seamless integration with new or existing equipment
- Design, fabrication, assembly and installation by our HACCP-trained team
- Same level of customization that our valued customers expect

Tri-Mach Group Inc. strives to provide world-class solutions and service to our valued customers. The new Ever-Kleen® SL Series is the next step in continuing with that mission.

Interested in learning more about which Ever-Kleen® SL Series conveyor system would be the right solution for your current or upcoming project? Contact our Sales team by emailing [sales@tri-mach.com](mailto:sales@tri-mach.com).

	Raw	Further Processing	Packaging
Pharmaceutical	● ●	● ●	● ●
Meat / Poultry	● ●	● ●	●
Dairy	● ●	● ●	●
Fruit / Vegetable	● ●	● ●	●
Ready-To-Eat	●	● ●	●
Pet Food	●	● ●	●
Bakery	●	●	●
Snack Foods / Confectionary	●	●	●
Frozen Foods	●	●	●

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# Industry Trends

## How Online Influencers are Changing the Food Industry



The internet has fundamentally changed the way consumers discover and use information. One of the most significant changes in the market is the rising concept of digital influence. Using social media, blogs, and videos, online influencers “educate” their audience while simultaneously defining future trends.

For many, food isn’t just about pleasure and sustenance – it is also about ethics and morals. While the industry has often ignored its consumer critics, their mounting numbers, and the rise of social media, have changed how big food companies respond to criticism.

A prime example can be found in

the rise of French’s ketchup in Canada. In 2013, the H.J. Heinz Co. announced that ketchup production would cease at their flagship Leamington, Ontario facility, slashing close to 1,000 jobs in the small Canadian community. In late 2014, French’s rolled out a new marketing campaign positioning itself as the natural, local ketchup alternative. In the campaign, French’s noted that their Canadian ketchup included tomato paste made by Highbury Canco, a tomato grower located in Southwestern Ontario.

Fast forward to early 2016: Brian Fernandez, a random consumer, wrote a small post on Facebook indicating that his family was switching to French’s ketchup to support Canadian jobs. That Facebook post went viral, quickly amassing over 133,000 shares and additional online campaigns promoting French’s<sup>1</sup>. Orders of French’s ketchup quadrupled and retailers scrambled to stock the product on their shelves<sup>1</sup>.

There is a growing group of

influential consumers known as “Food eVangelists”, who want to impact the way food is raised, grown, packaged and sold. A recent report indicates this group represents about 11% of the US population and that they share thoughts on food-related issues more than four times weekly, both online and offline<sup>2</sup>. While Food eVangelists do influence others, it is important to remember that they do not promote a specific agenda. Instead they seek information from multiple sources, listen to varying opinions, and make their own decisions based on their own personal values.

The impact of social media and digital influencers will only grow over the coming years. It seems the key to leveraging this new power is to recognize growing trends and to explore how a certain product might tap into the needs that the trend seems to fulfill.

1. <http://calgaryherald.com/storyline/how-a-misstep-by-heinz-laid-the-path-for-frenchs-quest-to-become-canadas-ketchup-king>  
2. <http://www.dairyreporter.com/Markets/US-dairy-falling-to-reach-critical-food-evangelists-Ketchup>

## New at Tri-Mach Group Inc.

### Tri-Mach Group Inc. Opens US Office



Since starting as a small machine shop with only 3 employees in 1985, Tri-Mach Group Inc. has experienced the relationship between growth and success. Many of our existing Canadian clients also operate American facilities, and the Tri-Mach Group reputation for high quality equipment and installation has now spread throughout the United States. This exposure has led to many new exciting projects and the need for us

to grow again.

The Tri-Mach Group of Companies is pleased to announce the opening of our first American office. Located in York, Pennsylvania, the new office will provide support and services for our existing US clients, while also acting as a base for our Sales and Project Management teams as we expand our coverage area and meet with clients. Establishing a base in York will offer our valued American

clients the comfort that their trusted Canadian partner is committed to providing quality equipment and customer service across North America.

With a physical presence in the United States, new and existing customers alike will also experience a number of service benefits. Quicker project turnaround, improved cost effectiveness, and better access to our comprehensive suite of best-in-class services are only a few of the improved offerings that Tri-Mach can provide with this exciting new chapter of our business.

To learn more about how our new American office can help your operation reduce costs and improve efficiencies, please contact us at [sales@tri-mach.com](mailto:sales@tri-mach.com).

# Food Safety 101

## The Benefits of UV Light Technology



With the growing negative public reaction over chemicals added to foods, ultraviolet (UV) light technology holds considerable promise in food processing.

UV light is classified into 3 general areas by wavelength: UV-A, UV-B and UV-C. UV-C, at 100-280 nanometers, has the shortest wavelength range of the three and is the type applied to food and beverages<sup>1</sup>. UV treatment is not a new concept - the first U.S. and British patents were issued for use of ionizing radiation to kill bacteria in foods in 1905<sup>2</sup>. What is new is the growing number of applications that can utilize UV treatment. Currently its applications include pasteurization of juices, post lethality treatment for meats, sterilization of egg shells,

treatment of food contact surfaces and to extend the shelf-life of fresh produce<sup>3</sup>. In fact, over 40 countries have approved applications to irradiate approximately 40 different categories of foods, including such items as fruits, vegetables, spices, grains, seafood, meat and poultry<sup>4</sup>.

### Benefits of UV Irradiation:

- the elimination of disease-causing microorganisms including E. coli O157:H7, Campylobacter, and Salmonella, molds and viruses
- decreased post-harvest food losses from infestation, contamination and spoilage
- no change in nutritional profile of treated products
- it is a cold process: the food is still essentially “raw” – no heating required like in pasteurization
- inhibits sprouting and delays ripening

While the benefits are numerous, there are some considerations to be made before implementing a UV irradiation solution. Firstly, it is important that the UV technology chosen is optimized for the product

being treated. Customized protocols should be implemented to ensure the correct UV wavelength is chosen and minimum exposure times are adhered to for optimal outcomes.

Secondly, processors and consumers should remember to treat irradiated food with the same caution as any other food product. While food treated with UV light may benefit from the elimination of dangerous pathogens, there are other opportunities for the product to pick up bacteria during processing, handling, shipping, and purchasing.

It is true that UV irradiation can be an important tool in a processor’s food safety arsenal. However, irradiation works best in companionship with other food safety procedures throughout the processing facility.

To learn more about how UV irradiation may help keep your products safe, please contact [sales@tri-mach.com](mailto:sales@tri-mach.com)

1. [http://www.foodsafetynews.com/2014/01/pasteurization-does-ultraviolet-mean-ultrasafe/#.V3fuy\\_krjD](http://www.foodsafetynews.com/2014/01/pasteurization-does-ultraviolet-mean-ultrasafe/#.V3fuy_krjD)
2. [http://ccr.ucdavis.edu/irr/history\\_new.shtml](http://ccr.ucdavis.edu/irr/history_new.shtml)
3. [https://www.researchgate.net/publication/233373255\\_UV\\_Light\\_for\\_Processing\\_Foods](https://www.researchgate.net/publication/233373255_UV_Light_for_Processing_Foods)
4. <https://uw-food-irradiation.engr.wisc.edu/Facts.html>

## Partner Showcase



Since their inception in 1973, Highland Equipment Inc. have become a leader in the design, fabrication, and installation of sanitary stainless steel piping and tank

equipment for the food, beverage and pharmaceutical industries. Located in Toronto, Ontario, Highland maintains an extensive on-hand inventory of valves, fittings, special hoses, gaskets and other ancillary equipment.

Their 54,000 square foot manufacturing facility is registered with the Technical Standards and Safety Authority (TSSA) for pressure vessel design and fabrication, and approved for work under the code A.S.M.E. Section VIII, Division 1, National Board ‘U’ stamp, CSA B51. Offering tank fabrications in a variety of metals and finishes, their facility is a true sanitary stainless steel manufacturing facility and uses only non-ferrous metals. They do not accept orders for carbon steel projects.

Quality control specialists work hard to ensure that shop fabrication, field assembly and installation of piping systems are in accordance with Dairy 3A and ASME BPE 2009 Bioprocessing Equipment Code. Welds are carefully inspected with state of the art boroscoping. Weld maps, weld logs, orbital test reports and MTRs (Mill Test Reports) are available upon request.

Tri-Mach Group Inc. understands and respects the requirements of sanitary design and fabrication, and we are pleased to work with another industry-leading Canadian company that does the same. We look forward to continuing to work alongside Highland Equipment Inc. as we offer our customers best-in-class sanitary solutions.

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## A Message from Our President

As I am writing this update, summer is here, schools are out and people are moving into the lazy days of summer - but not here at the Tri-Mach Group of Companies. This issue of the newsletter contains some very exciting announcements, and I am always amazed at how much the company can achieve in just a few short months.

During our 2<sup>nd</sup> quarter, we continued to work hard on achieving our company's goals. We took on many new projects in the US and Canada, providing our customers with new and exciting solutions. Many of these projects have customer-specific problems or issues but I am always amazed at how our dedicated team provides best-in-class service with a "Get R Done" attitude.

We are very excited by the opening of our new US office located in York, Pennsylvania. In recent years we have continued to expand our US business and I believe that this is the ideal site to support our valued American customers.

This newsletter also marks the introduction of our new SL Series of Ever-Kleen<sup>®</sup> conveyors. After consulting with our customers and partners, we believe that we have developed a comprehensive family of industry-leading products to effectively meet the marketplace's food safety requirements.

Our Advance Millwrights division has now completed an R&D project at Syncrude, in Fort McMurray AB. The team was tasked with fabricating and installing the equipment for cleaning out a reactor in their oil and gas refinery. This project had many challenges due to the devastating fires at Fort Mac, but our crew remained committed to completing the job, even as they were moved to various camps due to the ever-moving fires. With this project now complete, the team will be moving on to an operation in Texas for the 3<sup>rd</sup> quarter.

Our company continues to grow at an exciting rate, and I would like to welcome all of the new members of our team. I would also like to take this opportunity to thank all of our customers, suppliers and our team for all of their support. Thank you for reading this edition of IMPACT and I hope that everyone has a wonderful and safe summer.

Cheers,

**Harold Whiteside, CPA, CMA.**

President & CEO

Tri-Mach Group of Companies

## Focused on Food Safety Through Innovation and Quality Equipment Manufacturing

Tri-Mach Group Inc. is a multi-trade, turn-key solution provider specializing in millwrighting, stainless steel fabrication, custom machining, equipment installations and relocations, process piping and electrical services.

We are most noted for our revolutionary Ever-Kleen<sup>®</sup> Conveyor handling systems; a registered design which offers maximum protection in food safety.

Through innovative and quality manufacturing, we have become an industry leader in the food, beverage and pharmaceutical industries. Our reputation is the key to our success. We are committed to personal service, top-quality craftsmanship and food safety. Our professional, experienced management and tradespeople are passionate about what we do.

Each Tri-Mach Group Inc. employee exemplifies Best-In-Class service. They are all trained to be HACCP compliant and have received Food Safety and GMP training through The Guelph Food Technology Centre.

## Socialize With Us!

Stay up-to-date with the latest in news and insider information from Tri-Mach Group.

### Stay in touch:

- Facebook ([facebook.com/trimachgroup](http://facebook.com/trimachgroup))
- Twitter (@TriMachGroup)
- Youtube ([youtube.com/trimachgroup](http://youtube.com/trimachgroup))
- Google+ (+TriMachGroupInc)
- LinkedIn



## Our Mission is to Create an **IMPACT**

### Integrity

Carry out all tasks with complete dedication to excellence and food safety.

### Motivation

Encourage our people to explore new practices and technology to foster innovation & maintain a competitive edge.

### Professionalism

Uphold the highest standards of quality in everything we do.

### Attitude

Maintain a positive approach demonstrating respect and fairness towards our associates, clients, the community and environment.

### Commitment

Dedicated to delivering maximum value and responsive service to our clients.

### Teamwork

Work in partnership with our customers to achieve the highest level of success.

## Career Opportunities

We are currently seeking enthusiastic individuals to fill the following positions:

- Manual Machinist
- Licensed Millwrights
- TIG Welder / Metal Fabricator

Visit: [www.tri-mach.com/careers](http://www.tri-mach.com/careers) to learn more about these opportunities!