



***“Purchasing a Maxum700® is one of the best investments our company has ever made. Half of our daily production takes place on this forming system, and with one operator, the cost-benefit is truly extraordinary.”***

—Ricardo Creel  
Owner and President  
American Beef

It takes a lot of time and teamwork to achieve status as Mexico’s leading producer and marketer of hamburger patties. Innovation, a clear mission, and Powerful technologies are why American Beef is committed to advanced technologies from Formax®.

Take for instance American Beef’s recently purchased Maxum700® forming system. Capable of processing speeds reaching 120 strokes per minute, the Maxum700® enabled American Beef to boost productivity by 33%, raising plant capacity to 100 tons per day. Improved productivity also resulted in increased market share. American Beef now commands a 55% share of hamburger meat sales in Mexico, naming high-volume customers in the fast food market, supermarkets and institutional sales.

American Beef profits from the Maxum700®’s performance technology as well. Because the company’s success hinges on product appearance, precise weight and quality assurance, Creel’s team appreciates Maxum700®’s mechanically independent, programmable mold plate and knockout drive systems.

The Maxum700® gives American Beef complete control over the mold plate and motion profile. The power to regulate these functions allows them to quickly customize production specifications for a wide range of products in order to meet the specialized needs of their clients’ brands. “Since our ability to satisfy exclusive product requirements differentiates American Beef from competitors, Formax® technology is a big advantage for us,” remarks Creel.

American Beef decided to include Formax®’s exclusive Tender-Form® tooling system as well, producing a value added product that is juicier, cooks faster and shrinks less. “The product quality in terms of the beef patties themselves is exceptional,” claims Creel.

Creel estimates payback time for a Maxum700® to be less than a year and envisions the opportunity to add one Maxum700® to his plant floor every two years. After operating the forming system since August of 2004, he calls the Maxum700® a “masterpiece” in terms of engineering and construction.

In the end, American Beef considers Formax® an important member of their team. “The quality and the robustness of Formax®’s equipment is the best in the industry and we are fully trusting in them,” Creel concludes. “As Mexico’s leading patty processor, we think it’s essential to have the world leader in forming on our team.”

It’s good to know that when you need power, Formax® technology delivers.