



***“When one considers the total cost of ownership, Formax® slicing systems are the best in the industry.”***

—Graham Roach  
Vice Chairman  
Tulip, Ltd.

According to Graham Roach, Vice Chairman of Tulip Ltd. UK, the most important measure of processing equipment isn't how much you pay for it. Instead, he prefers to consider the total cost of ownership. “We're committed to the philosophy of joint partnership. And that's what we're doing with Formax®. I do that with every bit of equipment we buy. It's more important to me than the actual final price.”

Roach knows Formax® technology gives him the increased yields and product consistency the competitive marketplace demands. But it is Formax®'s collaborative way of doing business that impresses him the most.

“Equipment has to perform the duty intended,” Roach continues. “But it also must be built to last. Our production lines are running 15 hours a day. If our processing equipment can't stand up to that kind of grind for at least ten years it won't pass muster.”

“Formax® suits our philosophy,” Roach vows. “We like working with a company that has very talented people, a product development team, and commitment to continuous improvement. The whole approach is a partnership. I'm buying into a partnership that really is for the long term.” That partnership approach is responsible for maintaining Tulip UK's market leadership in the sliced meats category.

Roach considers service after the sale of paramount importance in evaluating Return-On-Investment. “Anybody can sell you a machine. But when you want service, when it breaks down, that's when you've really got to be happy now, isn't it? With Formax® we've got continuous training for all our engineering staff.” Formax® also boasts the industry's most well traveled service and maintenance team. Around the clock, 365 days a year, Formax® technicians are on-call, eliminating downtime and enabling manufacturers to make the most from their processing technology.

Tulip plants throughout the UK use the Formax® FX180® and FXplus™ to efficiently slice a variety of cooked meats at precise thicknesses and portion control. “When you get right down to it, we are a packaging company that just happens to process pig meat or whatever it is we're slicing. People expect a choice and we've got to give it to them. Formax® is engineering by nature. They take a partnership approach that helps us develop product presentation that suits the lifestyle of the families of today and especially tomorrow.”

Tulip UK also finds the Formax® SNS® Slicing System an irreplaceable value in their profit equation. “In the bacon industry, no doubt about it Formax® slicers are the best in service,” Roach adds. “In the U.K., we've enjoyed great success from the flagship model that we've created, so we're moving that across to Tulip. In the world market, Danish Crown owns Plumrose over by you chaps in the U.S., and they already have Formax® as a regular supplier.”

As pricing pressures and constantly changing consumer buying behaviors continue to underscore the importance technology has on R.O.I., Formax®'s collaborative approach is helping processors add value every step of the way.

“They're good people. People committed to our business. That's good. Good engineering and they back it up. To me that's everything.”