

# Talking to Sara Lee

**LEONARDO talked to Eng. Carlos A. B. Scheffer, Manufacturing Manager at Sara Lee, on the many years of collaboration with PROBAT.**

**How long have you been working with LEOGAP?**

Answer: One of the companies purchased by Sara Lee do Brasil, called Café do Ponto, has been a client of LEOGAP for approximately 15 years.

**Which LEOGAP units/products do you operate?**

Answer: Sara Lee already consolidated its operations into one facility that started activities in 2006 in the county of Jundiá – about 50 kilometres from the capital city São Paulo – where all production is concentrated. This unit has processing machinery from green coffee to feeding of the packing equipment, 100 percent LEOGAP/PROBAT.

**On your site you already have an external green coffee silo for 1,000 tons; can you describe how you made the decision to get a new one for 1,600 tons?**

Answer: The first silo, constructed with a storing capacity of 1,000 tons, is also a blending silo. The second silo, for 1,600 tons, is being constructed side by side and has the same dimensions, but will be used only for storage. The space occupied by the scales and by the gravity fall tubulation was used by a storage body and by mechanical transport, allowing for a larger storage capacity.

**What were the most important criteria for you, for which LEOGAP had to be offering a solution?**

Answer: As LEOGAP is part of the PROBAT group, the largest worldwide producer of coffee equipment, we were confident in adding their know-how to the know-how of our technical team, with a view to obtaining optimised solutions.

**What do you think of the operability of your installation?**

Answer: The concept of this new facility was to obtain a high level of automation, where the whole process is being controlled by means of a supervising system that permits diagnosis and correction in a fast and safe manner.

**In your eyes, what are the advantages of the new installation?**

Answer: Equipment of high yield and capacity permit operation with high productivity.

**What do you like about working with LEOGAP?**

Answer: Due to its dimensions and reduced delivery schedule, the construction of this new factory required a considerable



Sara Lee plant in Brazil

effort in team work where objectives and goals were established and constantly checked, with a view to surmounting any obstacles that might appear.

**On the basis of your experience, how would you assess your work with LEOGAP?**

Answer: The LEOGAP team dedicated itself to a project that was so far the largest ever implemented in Brazil and one of the largest worldwide, always with seriousness and professionalism. ■

## Brief portrait

Egberts Douwe and his wife Akke Thyssen opened their first shop, De Witte Os (white steer), specialising in coffee, tea and tobacco in the city of Joure, Netherlands, in 1753.

For many years they served only the local community. The expansion of De Witte Os started in about 1780, when Douwe Egberts, son of the couple, joined the business.

He took his products to other markets, and later gave a name to the company that obtained an international reputation as a synonym of excellence and tradition, principles that were perpetuated by his descendants.

The alliance with the Sara Lee Corporation in mid 1970 contributed to the fact that Douwe Egberts stands out as one of the three largest coffee roasting companies in the world.

Today, the group counts on a number of well-known brands in over 50 countries, like Café Pilão, which started to be part of everyday Brazilian life in 1978 and became a market leader, being the blend most often mentioned in all market surveys as the strong coffee in Brazil.

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