

# PROBAT plant expertise in Macau

The quite recently established company Sociedade Industrial de Macau Lda (SIM) stands for high-quality coffee. The company's success is based on roasting and plant technology "Made in Germany". LEONARDO spoke to Managing Director Joao Basto on collaboration with PROBAT.

## How long have you been working with PROBAT?

Joao Basto: A close partnership between both companies has existed since buying the whole plant in 2006.

## Which roasters and which plant components from PROBAT are you operating?

Joao Basto: Besides the NEPTUNE 500, we use the whole range of conveyor and storage technology, a grinder from the GRINDER SUPERFINE series and the automatic roaster control PILOT ROASTER. The intelligent interplay of these plant components enables both "blending before roasting" (BBR) and "blending after roasting" (BAR).

## In your opinion, what are the advantages of the NEPTUNE 500?

Joao Basto: Besides state-of-the-art roasting technology, which gives us a guarantee for obtaining a high quality, and its perfect interplay with other plant components, an important buying reason in today's world is that the roaster is very environmentally friendly.

## Why did you make a decision in favour of a complete system solution?

Joao Basto: In selecting a solution for our company the smooth interplay of all plant components was of particular importance. The various PROBAT components give us process reliability. The intelligent plant software enables us to trace every batch we produce. PILOT ROASTER gives us complete

flexibility in selecting roasting profiles. This means we are in a position of being able to meet the high demands of all of our customers with a consistent quality. The precise functioning of the GRINDER gives us perfect control of the degree of grinding, the density, and the temperature of the coffee we seek to grind.

## What do you like about the cooperation with PROBAT?

Joao Basto: Our claim to run Asia's most modern coffee factory led us to PROBAT. They were able to offer us the state-of-the-art technology we were looking for. The intensive and competent support before and after buying was also of special importance for us. Together, we developed a customised plant concept that gives us options for expanding three-fold in the future without having to change or modify plant components. The competence and farsightedness of PROBAT concerning the whole production process, "from seed to cup", convinced us. ■

## Short Profile

Sociedade Industrial de Macau Lda (SIM) was established in 2005 and, in its own account, has one of the most modern coffee factories in Asia. The roasting plant cleans, roasts, grinds, and packages the coffee fully automatically. SIM has roasting and grinding capacities for up to 9,000 tons of coffee per year. Stringent lab monitoring and regular taste inspections ensure the quality of the final product. The harbour and the close proximity to China make the Special Economic Zone Macau an ideal location for a coffee-processing company. SIM's company brand "Olá Café" embodies the coffee culture of Brazil and is specifically directed at the Chinese market.



The PILOT PLANT monitors all process operations.



The NEPTUNE 500 is the "heart" of the roasting plant.