Seventy years ago, two meat processing pioneers from The Hague started what was to become SELO. In the years that followed we went through a number of huge developments. We left the slaughter and meat processing industry and specialised in processing and packaging equipment.

Nowadays, SELO supply and integrate high-tech systems for processing and packaging products. This equipment is supplied in to the food and non-food industry, the pet food sector, the pharmaceutical industry and other industries.

Due to forthright strategic planning, SELO has grown into a company with its head office in Oldenzaal (the Netherlands), five offices abroad and more than one hundred employees. SELO has a methodical, level-headed approach, always acting professionally and innovatively, even in difficult times. We penetrate new markets and develop new products when and wherever possible. We are proactive and innovative in our approach and our high level of expertise allows us to continue to develop and remain up to date with the latest technologies. On behalf of the entire SELO team, we would like to thank our associate’s and our committed employees for their confidence in our company over the past seventy years! We are looking forward to an equally excellent collaboration in the future and hope you enjoy reading the magazine.

The SELO Management
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In 2000, SELO shifted its course and developed further to become a proactive business in its field. Today, we are the market leader with regard to packing meat, cheese, vegetables, pet food, baking and confectionery products. In addition, the processing industry has become a major part of our business, thanks to our knowledge in the production of mayonnaise, ketchup, dressings, soups, sauces, babyfood and fruit preparations. Leading manufacturers in various industries work with SELO equipment and although we are usually level-headed and modest, we do realise that this is an achievement to be proud of.

Innovation Specialists

Over the years, SELO has continually developed innovative concepts and designs. “Innovation takes centre stage in our organisation and that is only possible with people who understand this profession better than anyone else. Now, in 2014, SELO employ more than 100 passionate, dedicated people. We have very experienced engineer’s, salespeople, innovative project managers and highly trained technicians. They develop concepts and machines that are assembled or built completely in-house. In addition, they are also responsible for putting the equipment into operation at our customers’ premises and providing a tailor-made service.”

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Pioneers from The Hague as founders

SELO’s history dates back for many years. In the beginning, two meat processing pioneers and entrepreneurs introduced major innovations in to the industry. In those days many farmers and butchers still did their own slaughtering and processing. One of the pioneers mainly worked on shifting this craft to slaughterhouses and industrial sausage manufacturers.

The other mainly worked on innovation in butcher’s shops, introducing the use of refrigeration cabinets, for instance. The collaboration between the two innovators led to the development of various types of equipment for slaughterhouses and butcher’s shops. In those days, the name of the company still included the full name of both founders; Seffelaar & Looyen.

Oldenzaal, stepping stone to Europe

Jeroen Mulder, one of the four directors of SELO, has been involved in the business for 30 years. Partly thanks to his influence, the company has developed into one of the leading companies in the field of processing and packaging systems. “SELO constantly comes up with innovative solutions in the field of processing and packaging. This enables our customers to present distinctive concepts to the world. Over the years, Seffelaar & Looyen, which initially focused primarily on the Dutch market, developed into an international business with branches abroad and a world-wide network. To make it easier to shape their international ambitions, the name was changed to SELO. The company also moved to Oldenzaal, which is where we are still located.”

In the seventies, SELO also started focusing on processing and packaging systems,” adds Willibrord Woertman. Willibrord has been heavily involved in Selo over the last two years in the role of CEO. “Initially we primarily worked in the meat industry, but we increasingly got involved in other food sectors.

JEROEN MULDER: “Due to the disappearance of the textile industry in the region Twente during the sixties, Oldenzaal council made the business climate for entrepreneurs extremely attractive. Because of this, and also because the location was convenient as a stepping stone to Germany and the Eastern Block, SELO chose to settle in Twente in 1970.”

WILLIBRORD WOERTMAN: “Alongside experienced, committed engineers and mechanics, SELO also employs a number of technicians. With their expertise and experience, they help ensure that products can be produced and packaged in the best possible way. At SELO everything is about knowledge and experience.”

Processing and packaging systems

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level-headedness

After all, processing and packaging machines are all about precision customisation and excellent service. Its only when you have established a good working relationship with your customer, that you often know the requirements of their projects before they do. We know better than anyone what the capabilities of the equipment are and respond to the customer’s requirements with new features and designs. We develop new concepts at the request of our customers, but we also introduce them into new markets using our own initiative. Recently, we developed the reclosable flow pack for meats and cheese and a particularly user-friendly snack packaging in an attractive pyramid shape.”
Twente level-headedness

Gerwin Ooms is CFO of Selo and responsible for the company’s financial affairs. “SELO is proud of its typical Twente character. We are a responsible, level-headed company with an open culture and most of our employees have been working for us for a long time. Customer focus is essential in our industry.

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GERWIN OOMS: “In addition to the office in Oldenzaal, SELO also has a branch in Liverpool (UK) and sales offices in France, Germany, Belgium and Scandinavia. SELO works together with a large number of international agencies and is aiming to expand the availability of its products and services further across Europe over the coming years.”
Nowadays one of SELCO’s most important product groups is ‘liquid food processing’. This includes production and packaging lines for things such as mayonnaise, dressings, sauces, soups, fruit and baby food products. Willibrord Woertman: “This is a specialised field, because their production strongly depends on the mix of raw materials, the required shelf life and the behaviour of highly viscous products.

For some products, such as the meat in ragout sauces, it is essential that in the packaging stage, the ingredients are presented in exactly equal amounts. In some products it’s crucial that particular ingredients need to stay crunchy, such as the vegetables in soups. In addition to cooking and mixing times, the heat treatment of products and the vacuum processes play an important part in this category.”

Quality assurance
“We have the right know-how to deliver the appropriate processing and packaging lines to companies in to the markets we deal in. Of course, a position like that is not acquired immediately; it is the result of many years of innovation and investments in our company. We handle the design, put together the equipment, install it for our customers premises and provide a 24/7 service. In our test kitchen we can simulate process steps and produce test batches, so we can ensure that our equipment meets the exact wishes and requirements of our customers.

Leading through innovation
Jeroen Mulder: “Naturally, the production of the process lines requires the utmost of precision. The strict quality requirements of HACCP, EHEDG and security apply here too, of course. We use the latest and cleanest technologies for the assembly and engineering of processing and packaging systems, including the use of lasers and the orbital welding of pipe installations. Large parts of the production process are supported by automated systems.”

Innovation is particularly essential where liquid food processing is concerned. For instance, SELCO has developed a vacuum process for the packaging of fruits and jam products with a specific cooking time that actually recovers flavourings. This benefits the quality of the end product, because it improves the taste and helps maintain the colour of the jam. SELCO has also introduced an innovation for the pasteurisation of fruit: a two-boiler batch process with an aseptic cooking process and a vacuum cooling process, which guarantees an extremely high product quality.
Liquid food processing
an art and a science

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Everything for meat processing!

For the production of meat and meat products SELO provides a wide range of machines that deal with in many different aspects of meat processing.

JEROEN MULDER: “From meat mixers to flatteners and slicers. In the meat processing industry, meat products are usually delivered frozen in large portions. The frozen meat is tempered before it is processed. Our tempering systems provide a controlled process, without affecting the quality. Meat is usually brought to a temperature of around -2°C for further processing.”

Cooling and portioning

“Next, the tempered meat is divided into smaller portions. This can be done using our crushers, for instance. These machines reduce the size of the frozen meat without affecting the structure of the product. The portions can be further reduced using SELO meat grinders, which can chop, mix or grind the product. Cutters can also be used, often for producing sausage meat.”

Flattening and slicing

SELO provides both stand-alone meat processing machines and complete production lines. Flatteners and slicers create the correct consumer portions before they are packaged. Mulder: “With our flatteners we flatten meat such as pork, beef, veal and poultry to give it the required shape. The flattening technique maintains the flavour of the meat and makes it easier for the consumer to fry or grill the product. We are also proud of our slicer, which cuts meat and meat products perfectly. It slices products such as ham and other meat products, which can be processed into various shapes, thus creating perfect slices and an attractive product.”

An eye for quality and flavour

In addition to the equipment mentioned above, SELO also offers heat treatment equipment. “Heat treatment including smoking and cooking systems or industrial microwave systems is very important for the elimination of bacteria. After all, the quality and hygiene requirements in the food sector are extremely strict and it goes without saying that all SELO systems comply with these directives. In addition, SELO’s smoking systems can be used to improve the taste of meat products. There is a reason why leading meat processors such as Stegemann, Zandvliet and Struik use SELO equipment.”

SELO equipment creates a fine, uniformed meat structure. We offer a choice of mixers for the production of minced and meat products.
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From flow packers to stretch wrappers

Willibrod Woertman explains the various packaging techniques:

"Flow wrapping is implemented in the food, non-food, pharmaceutical and pet food industries. This packaging method uses plastic film, which is wrapped around the product and sealed. This way, products are well-packaged and have a long shelf life. Stretch wrappers are wrapping machines that are used frequently in the food industry. They are usually used to wrap fresh products such as meat, fish, fruit and vegetables on a tray or container. This packaging technique wraps stretch film around the tray and the product, thus wrapping foodstuffs tightly, sealing them, and providing an attractive packaging at the same time."

SELO also offers a large number of machines that fill and cap jars, bottles, flasks and cups. The packaging of liquid products is subject to strict hygiene requirements where the construction of the equipment is concerned and it also requires high production capacity. "Our inline packaging machines ranges from filling industrial containers to mini packaging. SELO have machines that can produce stick packs, sachets or pyramid bags. They can either be supplied as separate machines or as part of a complete production line."
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Selo heeft als eerste onze revolutionaire BulkBlaster afgenomen: een tril-doseerder die zichzelf inregelt! Het vertrouwen dat Selo in Bodijn heeft, is waargemaakt. De BulkBlaster blijkt een zeer succesvol ontwerp waarmee Bodijn weer een nieuw topproduct heeft toegevoegd aan haar assortiment van machines. De BulkBlaster blijkt inzetbaar voor vele soorten product, variërend van kleverige hondenbrokken tot kattegrind en van snoepgoed tot appeltaartvulling.

Via deze weg bedankt Bodijn Selo voor het in haar gestelde vertrouwen en...

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Quality pet food

SELO started specialising in processing lines for the pet food industry in the eighties. Jeroen Mulder: “We supply production equipment and packaging machines for the pet food industry. This way we ensure the pet food is of excellent quality and also offer the opportunity to create attractive, distinctive packaging.

SELO’s machines are particularly suitable for the production of chunks with sauce (wet pet food), which they can package in a number of different ways: in bags (stand-up pouches), tins, or in single-portion packs.”

Pioneering steam tunnel system
From the moment that SELO dedicated itself to the pet food industry it introduced a pioneering steam tunnel on its production lines, which brought major changes into the industry. Willibrord Woertman: “This SELO machine is a state-of-the-art system, for the production of wet pet food and is used by multinationals that manufacture famous pet food brands. The pet food products are placed on the transport belt of the steam tunnel in a thin layer or in narrow strips. The uniform and continuous heat of the steam cooks the product while maintaining its colour and taste. More than 200 SELO installations are in operation in the pet food industry around the world.

Gravy topping
For wet pet food, SELO offers installations that quickly package wet pet food chunks and cover it with a special gravy topping.

Dog snacks
Dry pet food not only includes kibble, but also dog snacks such as sticks and bones. These are extruded products that must be counted and aligned for packaging purposes. “We have systems that can package these products in a number of different ways. We are always in line with the latest trends in the pet food industry and offer a wide range of solutions for the dosing of portions. The most suitable system depends on the product specifications, the quality and the desired production speed. SELO has more than thirty years of experience with pet food. Our machines have contributed to the satisfaction of hundreds of thousands of cats and dogs all across Europe and of course, their owners!

Jeroen Mulder: “This sauce has a jelly-like appearance and is an essential part of many wet pet food products. We supply complete automated processing systems that are controlled using an easy to operate touch screen. The liquid jelly is poured in together with the meat.”
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Thanks to our many years of experience we are uniquely able to provide customised solutions for complicated production issues.
A true casing specialist

Nowadays, many meat products are encased in artificial casings rather than natural intestines. There are various types of artificial casings. SELO supplies these artificial casings for the Benelux market.

Artificial casings for all applications

Erik Onstenk, who is one of the directors, is responsible for casings. “We can subdivide artificial casings into a number of different groups: collagen, edible, non-edible, cellulose and plastic. Collagen casings and film are made from animal protein made from the hides of animals. Edible collagen casings are great for producing fresh bratwurst, smoked and boiled sausage, cured, dry sausages, hot dogs and snack products. Edible collagen film is used to invisibly keep loose meat together, as is the case with (chicken) roasts or ham. Non-edible collagen casings are used for the same product groups for products with a larger diameter/weight per unit. SELO can colour the collagen with food-grade colourants, with a choice of several colours and even the option to print the casing with a text/logo.”

Multiple solutions

SELO supplies cellulose casings (also known as peel casings) for the production of hot dogs and backwurst and semi-cured sausages. They are characterised by their high elasticity and have an extremely consistent calibre. In addition, SELO offers so-called fibre-reinforced casings, made from cellulose and reinforced with viscose. “For the production for things such as roasts, hams, bacon and fricandeaus we offer meat stocking netting, roulade netting and roast netting that can be used for roasting and frying. The netting is designed so it can only be stretched widthways. This way the meat product will keep its attractive shape.”

Innovation

“Coffi-net is one of SELO’s innovations. It consists of pleated collagen film with a net. It allows companies to produce artisan-looking meat products on a large scale. Coated casings are also a popular product. These coatings are applied on the inside of the casing and can help to impart a particular flavour and colour to the meat product during manufacture.”

ERIK ONSTENK: “We have a very comprehensive range of artificial casings made from collagen, cellulose and plastic in all variations. In addition we also offer a number of related articles such as meat netting, shrink bags, etc. This allows us to offer the customer a complete package as a solution, thus differentiating ourselves from the competition.”
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The move to the pharmaceutical industry was a logical step for us, because we have a lot of knowledge of the stringent hygiene requirements in the food sector. We supply fully integrated packaging solutions to the pharmaceutical industry, of course observing the strict safety and hygiene regulations that apply in this particular industry. In addition we offer systems for things such as blister packs for tablets, sachets and auxiliary medical equipment such as syringes, bottles and fillings. We also supply equipment for vertically filled one-piece packs for pharmaceutical powders and liquids (sticks or sachets) and for bottles or saline bags and other auxiliary medical products. All production lines are fitted with inspection systems such as Pharmcode, barcode scanners and video print checks. This means that every element of the production line is fully traceable.

Sachets and stick packs
Jeroen Mulder: "Sachets are packs that are used for single-portion doses of medication and other pharmaceutical products. This type of packaging is used a lot in this industry because they need to contain exactly the right amount of product. In addition, sachets are easy to open. Stick packs are also a popular way to package single portions, nowadays as well. Just like sachets, stick packs are easy to use and a safe and hygienic way to package a product. Thanks to clever engineering stick packs actually use 35% less packaging material than sachets. They are ideal for packing various types of products such as liquids and powders. In addition to the packaging machines we can also offer the facility of date/coding printing, bundling, cartoning and outer cartoning systems.

SELO supplies advanced filling and sealing systems suitable for the automated filling of various types of creams and lotions. The systems can accurately fill and seal plastic pots, cups and flasks.

SELO has added the packaging of pharmaceutical products to its portfolio a few years ago. Willibrord Woertman: "This is a real growth market for SELO, to which the branch in the UK makes an important contribution."
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STICK PACKAGING SYSTEM for LIQUID & PASTE

TOYO are the pioneer of single serve packaging machine in Japan and have been at the forefront of stickpack technology since 1978. Liquid & Paste Stickpacker especially is nowadays booming in the world pharmaceutical and food industries.

MODEL : TM60-ZB STICKPACKER

- High-tech ceramic piston pump with original servo drive system ensures accurate weight filling for wide range of viscous product. Various motion of piston to meet the product property can be chosen by HMI screen. CPS/Pump design is also available.
- Attractive and convenient package design with original complex R-corner-cut impresses consumers with its safe and easy tearing/tearing stickpack to replace conventional bottle or flat sachet package.
- Options are C/SP designed system, Clean booth, Laser coder, Thermal transfer coder, Collating and Cartoning system as downstream to integrate full packaging line.

Selo has been based in Oldenzaal for 70 years, and Rabobank has been its company bank for the past 15 of them. Rabobank advises the company on matters ranging from export finance and insurance to cash management and pensions. Selo's managing director Wilbroad Woertman and financial director Gerwin Ooms describe their relationship with account manager Jeroen Baartman as one based on trust and the long term. Rabobank has supported and guided us, and helped us to grow – in good times and bad. A prime example of partnership!

Rabobank is the partner for Selo when it comes to financial matters. Account manager Jeroen Baartman has been Selo's personal contact person for the past ten years. In other words, Rabobank fulfills the role of Selo's company bank.

As the company bank, we strive to work closely with the client to establish a financial framework which keeps Selo's customers happy, safeguards the flow of goods and allows money to roll in and out of the company smoothly. Rabobank provides advice to Selo to ensure that the organisation's cash flow runs as efficiently as possible, with the result that both our client and their clients are satisfied and can generate revenue, explains Baartman.

The main developments over the past ten years have been organisational growth and internationalisation. If I know that Selo is keen to explore certain markets, we as the bank must be ready to help them to do so. For the past five years, we have been much more active in offering export finance to Selo customers, especially because there are a lot more opportunities in the so-called emerging markets; governments nowadays are more open to such opportunities, and that represents potential for a company like Selo.

Ooms and Woertman look back on 15 years of partnership between Rabobank and Selo with satisfaction: "The bank has been involved in all our intensive projects, in good times and bad. Trust and knowledge have played a key role, and that’s also how we intend to face the future."
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70 years of innovation!

Processing and packaging systems

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