

# BMA Nederland – ready for the future!

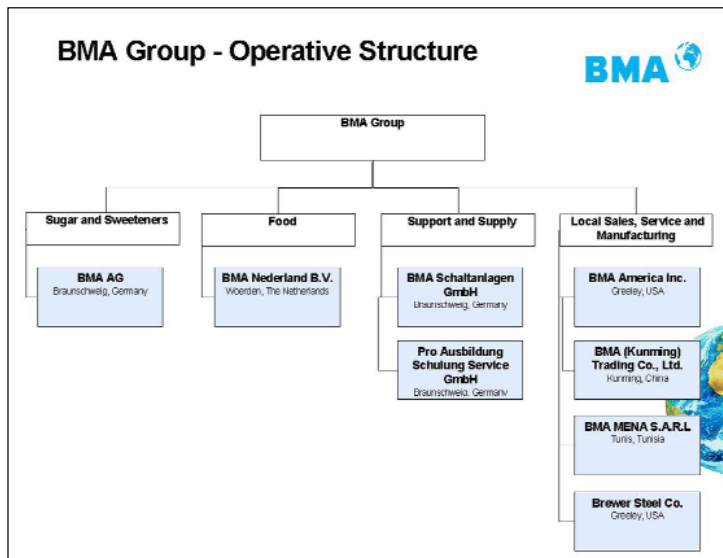
**B**MA Nederland BV has been part of the BMA group since 1994. Today, the company has an annual turnover of approximately EUR90 million and has 500 employees worldwide.

The company owns manufacturing facilities in the Netherlands and Germany and the USA and boasts a growing degree of co-operation within the BMA group in terms of engineering expertise and the use of joint facilities for international sales, research and development and manufacture.

The BMA group concentrates on providing solutions for the food and biomass industries and has a worldwide sales network with agencies in more than 70 countries.

There are two main companies in the group, BMA AG and BMA Nederland BV, both of which grew over the years through organic growth and by acquiring other companies. When companies were acquired, many of their existing brands were maintained due to the excellent positions they held in their respective markets. Well known names such as Florigo, Komen + Kuin, TAG, Starcosa, Elten Systems, Ferguson and others are all part of the BMA stable.

More recently, BMA has widened its sales focus outside of traditional growth areas, creating new markets outside of the conventional boundaries of its two main companies. Simultaneously, a number of companies with wide



and varied commercial relationships with BMA brands have themselves engaged in mergers and acquisitions. As a result, BMA management has decided to restructure its operations.

BMA Nederland BV has outgrown its former structure which was divisionalised according to its various brands. A company spokesman told *Potato Processing International* that it was getting increasingly difficult for the business to respond to the needs of a growing multi-national customer base and that a change was needed. The result was a new functional structure with one managing director (Bernd Stolte) and centralised departments – with their own departmental heads – for operations (Wiebe Schmitz), finance/HRM (Etienne Rijntjes), sales (Jurrien Overheul) and engineering (Erik van Loon) respectively. The department heads are members of the

management team.

BMA's existing product portfolio was analysed and a comprehensive research and development programme was launched. The company has put many improved or newly developed products on to the market, such as a newly-developed vacuum frying system for potato chips which is claimed to significantly reduce the acrylamide content in the finished product. As a spin-off, an optimised atmospheric chip fryer using the "zonal flow principle" was also designed.

A new generation of freeze tunnels with many improved details, such as optimised airflow, longer times between cleaning stops and easier accessibility for cleaning purposes, has been introduced.

The core product portfolio for the snack and potato processing industries now consists of the following products:

- Washing and destoning lines.
- Carborundum batch potato peelers.
- Steam peelers.
- Fryers for French fries and potato chips.
- Cooling and freezing tunnels.
- Vacuum frying lines.
- Potato chips lines.
- French fries lines.
- Pellet, Moongdal, potato speciality lines.
- Potato flake lines.
- Potato granule lines.
- After-sales service.

According to Bernd Stolte, the managing director of the newly re-organised company, the updated

product portfolio of BMA Nederland BV was an expression of its strong intention to respond to market requirements. He said that when setting up the new

structures a three-step approach was used:

1. Who are the customers and what do they need?
2. What product or service offerings will meet the target segment needs and offer a sustainable competitive advantage?
3. What strategies and



programmes, resources, capabilities and processes are required to develop and implement effectively the product or service solutions?

“A continuous improvement process has been established which ensures that BMA will keep adapting to shifts in its markets and its environment,” Stolte said.