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Gulfood 2008

FRITSCH will be present for the fifth time in Dubai

For the fifth time, FRITSCH, the bakery system maker from Markt Einersheim, will be present at the Gulfood 2008 in Dubai from 24 to 27 February.

FRITSCH became famous for its state-of-the-art dough sheeting system, the ROLLFIX. In fact, the "rollfix" name is anchored so deep in the baker's mind that many are not even aware that this dough sheeting system is a FRITSCH original product.

And that's why the dough sheeting system ROLLFIX 300 with mobile flour duster will be one of the main attractions at the Gulfood this year. The new model of the classic is considered to be the one best suited for getting started in the skilled craftsmanship of the baking industry. For FRITSCH, the traditional skilled small-business baker is as important as the mega baker. Of course, visitors can expect a wealth of information about other products, such as the MULTICUT, the IMPRESSA lines for artisan bread, puff pastry or pizza, the LAMINATOR 3000 or the CTR-System. "Compared to 2006 there was a far greater number of visitors from the baking trade at our booth" Mr. Carpentier, FRITSCH Area Sales Manager, said, adding that he hopes the attendance at the fair will even exceed last year's numbers.

Innovation and quality are the two highest priorities at FRITSCH. The owner-operated family business has always stayed true to its motto: "'Made in Germany' or, better yet, 'Made in Franconia'". Nowadays, the bakery systems maker is considered to be one of the most innovative partners of the bakers and the baking industry. FRITSCH GmbH designs and constructs bakery systems in conformance to its customers' baked goods and product range. Wherever the customer's location, FRITSCH is there with its competent service and advice, operating from its worldwide network of subsidiaries and international sales offices.

FRITSCH can be found at the Gulfood 2008 in Hall 1.02A, booth number Z7-28 (Zabeel Hall).