

# Quality products from Austria

The Fleischhauerei Rumpold meat processing company is located in the Austrian town of Neukirchen am Großvenediger, deep in the heart of the Hohe Tauern National Park. The high-quality meat comes directly from the local farmers in the region. And although the traditional hand-production business still places great emphasis on manual processes, it can not do without the use of state-of-the-art machines – because of quality and hygiene.





For more than 35 years Fritz Rumpold has been managing the company, which was founded in 1946 and is now in its third generation. After successfully completing his master butcher's examination, he took over the meat processing company from his father. Now he employs nine staff and has been given many awards for his work. From the very beginning, he paid particular care and attention to buying only cattle and meat of the very highest quality – and that is still the case today. Around 90 percent of the products are butchered, processed and packed within the company. The result: saving resources and the environment, and above all tasty, high-quality products from the local region, which are the result

of decades of experience and derive from the stock of knowledge of traditional Austrian master butchers.

### **GOLD, SILVER AND BRONZE**

It is not only the sales figures, which prove that this business philosophy finds favour with consumers. As far back as 1996 the company's speciality meat prod-

ucts were given a total of 29 gold, 5 silver and 2 bronze awards for their quality and appearance at the International Butchery Competition in Wels. At that time it was still master butcher Fritz Rumpold Senior, who was presenting himself to the jury with another 235 competitors from 14 countries. Two years later the company achieved overall victory ahead of com-



*MULTIVAC R 126 thermofforming packaging machine.*



petitors from all the other participating nations, gaining a total of 601 points out of 603. All the products submitted were awarded a gold medal.

“Our claim is to produce meat and sausage products, which are every bit as great as the beauty of our homeland. What counts for us, is that we still lovingly enjoy our products after all this time. We could never sell anything that does not taste and look good to us. No more, no less,” says the company boss summarizing his business philosophy.

But the business also has to move with the times. For Fritz Rumpold, modern machines and equipment, as well as meeting the highest hygiene standards, have always gone without saying and have been the basis for high-quality production. But consumers' requirements also change. It is increasingly the case, that smaller packs and greater product variety are demanded. The company produces for the local market and snack bars in the Stuhlfelden area, as well as for the





sausage selection is also very impressive: bacon and smoked ham or pork sausages are just some of the wide variety available – as well as semi-manufactured products and minced meat or liver as frozen products.

**WIDE RANGE OF FORMATS AND QUICK FORMAT CHANGE**

The products are packed on a R 126 thermoforming packaging machine. As Friedrich Rumpold says:

“Although we still carry out a lot of the processes manually, we come up against the limits when packing so many different products. This means only a flexible packaging machine with a high level of efficiency is able to cope with ever more products, pack sizes that are getting smaller, and the requirement for ever faster format change.”

Personal recommendation led the company to MULTIVAC Austria and Franz Strubreiter, who is responsible at MULTIVAC for this region. The R 126 entry level model from MULTIVAC has now been in use for around a year, to the great satisfaction of all concerned. “We have had nothing but very positive experience with the machine, and the investment has cer-

Rumpold delicatessen in Neukirchen. Thanks to his catering packs, the company owner, who focuses on the flexibility and sustainability of the business, has also been able to add regional catering outlets and hotels to his target group.

**OUTSTANDING MEAT QUALITY**

The meat comes primarily from Pinzgau beef cattle, one of the best cattle breeds in Austria. The animals graze on the alpine pastures and are used to manage the natural grasslands of this mountainous region.

Their fat is distributed evenly in the muscular structure, which means the meat is particularly tender and is characterised by its fine marbling. The Rumpold company has managed to become the exclusive processing partner of the “Genussregion Österreich” marketing brand for this type of beef. When it comes to pork however, the company swears by the Gustino pig. Here too, natural food and fresh air as well as great freedom of movement ensure that the animals grow up happy and deliver premium quality meat.

The product range from this traditional company is very diverse. Whether it is fillet of beef, roasting joint, shoulder of beef, rump steak or leg of beef, whether it is lean topside, fillet or knuckle of pork, or whether it is leg, back, shoulder or fillet of veal - customers of Rumpold can always rely on outstanding quality. The



tainly paid off," says the master butcher, summarizing the general mood in the company. "The R 126 has enabled us to achieve enormous savings in time and material" – the latter being a factor, which admirably matches the business philosophy of the environmentally conscious entrepreneur.

### PACKAGING MACHINE WITH A HIGH DEGREE OF FLEXIBILITY

The R 126 is a compact thermoforming packaging machine, which is pre-configured to meet specific requirements and which can run both rigid and flexible film. It is designed for standard right-angled or round packs in small to medium batch sizes, and it is characterised by its freely definable formats and attractive

\*Depending on the equipment price-performance ratio. It offers a maximum forming depth of 130 mm at a cutoff length of 500 mm, and it can use films up to a width of 459 mm. Although the die on this machine model, which is very compact and takes up very little space,

can only be changed manually or with the MULTIVAC change system rather than automatically, the staff at Rumpold can now manage the format change significantly faster than before.

However, in order for the packaging procedure to be very efficient, it was necessary above all that the products and die formats were matched and standardised with the products. "This actually turned out to be the greatest challenge in this project," says Friedrich Rumpold in conclusion. ♦

