

Volume 2 - 2011

NEWSLETTER



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Picture: Bremnes Seashore



Update

Another fascinating year has passed and Pescatech has now firmly proven its right to exist as a supplier within the fish & seafood industry. It has been an exciting year, where an unbelievable and unforgettable support from our clients has sent a humble newcomer to a very interesting position in the market.

The tremendous customer back up and support have become the fuel that drives Pescatech to become an even stronger center of excellence, when it comes to consultancy, design and engineering of fish plants. It has also been a necessity to re-think and adapt our business philosophy in the past year. This has resulted in an increased awareness of our customer's needs versus our line of services.

Today, we see ourselves more as temporary part of our client's own organization. The daily operation will too often be in the

way of careful analysis and evaluation of present production methods, while larger project can become almost un-climbable mountains. This on the other hand has become our core business, where our experience from the past combined with the last couple of years within Pescatech has established our team as maybe one of the world's leading centers of competence within consultancy and design of advanced fish & seafood processing solutions.

It is a pleasure to announce that in 2011 we shall open the next Pescatech office, which will be located in the beautiful city Aalesund in Norway. The first outside Denmark location has been chosen primarily to be closer to our customers, ensure a flexible access to the Norwegian market and naturally to attract some of the valuable design/knowledge resources of the region.



We believe; that if Pescatech shall continue distance ourselves from other consultancies and providers of advanced designs, then we must have a team of the very best human resources and specialists with years of managerial and design experience.

The combination of high level technical knowhow and neutral observance of the realistic possibilities will most likely ensure our clients to better solutions by creating safe project passages and machine combinations. We act as the independent and neutral advisors with the sole objective: To make our clients better in what they do!

Best Regards

Chris Bjerregaard
Managing Director



Excellence in processing

It's a privilege working for Bremnes Seashore with their focus on high quality in all aspects of their operations. It is not coincidental, that the Salma brand has become synonymous with the finest of the Norwegian seafoods. Mixing this with the casual environment and cozy atmosphere then you have not only a good working environment, but also hospitable and inviting business.

Pescatech has had the pleasure of being a part of the Bremnes Seashore team from the early design phases of their newest project, which will ensure Bremnes Seashore a position as one the absolute most efficient and modern salmon plants in the world.

Bjørn Willy Sæverud; Managing Director of Bremnes Seashore:

"Pescatech has in excellent manner fulfilled our expectations, when it comes to providing Bremnes Seashore with extra competencies and resources in a demanding project phase."

Bremnes Seashore is a modern facility in which the emphasis is on efficiency, hygiene and a good working environment. It is possible to process a large part of the salmon production and to produce and pack Salma and other high end products in this salmon plant. It has a top of the line



primary processing facility and a unique filleting and value adding operation. Definitely one of the "must see" factories, when visiting the Norwegian Salmon industry.

Bremnes Seashore is located a couple of hours travel South of Bergen, where you can find the Bremnes Seashore harvesting in Øklandsvågen on the island of Bømlo. Bremnes Seashore is one of Norway's most respected salmon brands with a history of more than 40 years processing experience.

www.seashore.no



Austevoll Fiskeindustri

Seafoods Finest

Situated on the island Austevoll Norway, Austevoll Fiskeindustri AS is a modern processing plant for salmon and pelagic products. The combination of competencies within more species sends Austevoll Fiskeindustri with its partners to the top as one of the largest seafood companies in Norway.

With salmon production year round and pelagic season 9 months of the year, their products are exported worldwide every day. With a freezer storage of over 12000mt and a deep-water pier, Austevoll Fiskeindustri offers port-to-port logistics for its customers.

Austevoll Fiskeindustri AS is always seeking to improve processing methods and is considered an innovative and dynamic operation continuously on the move. Pescatech has a very good relationship to Austevoll Fiskeindustri and upholds a position as an external/internal technical department. This means to be involved in larger projects as well as smaller technological developments.



The filleting department of the salmon factory was recently rebuilt to highest possible standard within the industry, where Pescatech together with Austevoll Fiskeindustri were heavily involved in the design, equipment evaluation and coordination of vendors.

Ivar Helge Melingen, Managing Director in Austevoll Fiskeindustri says: ***“Pescatech brings unique design skills to our team in addition to many other services we find valuable. Today, we see them more as a part of the Austevoll family and call upon them, whenever we need their assistance. We have in Pescatech a trustworthy partner, which we know will exclusively work on our behalf.”***

Chris Bjerregaard of Pescatech continues: It's fantastic for us to be considered almost part of the customers organization, where they simply call and ask to help as if we were an internal department of Austevoll Fiskeindustri.

www.aufi.no



www.pescatech.com



One step up

Marine Harvest Eggesbønes

Marine Harvest is the world's leading seafood company offering farmed salmon and processed seafood to customers in more than 70 markets worldwide.

The company is present in all major salmon farming regions in the world and the biggest producer of farmed salmon with one fifth of the global production. In addition to fresh and frozen salmon, Marine Harvest offers a wide range of value added products such as coated seafood, ready-to-eat meals, delicious finger food and smoked seafood. Though salmon is the main farmed product, the company also farms trout and white halibut.

Pescatech was hired in 2009 to design the largest salmon filleting operation in the largest salmon plant in the world. The plant M-394 or Marine Harvest Eggesbønes has its own and very skilled technical department, where Pescatech became part of the internal project management group after the design period was finished.

The work included thorough investigation of various production scenarios and corresponding payback analysis, so the end product became a carefully worked through investment plan. The aim was to secure both short and long term production goals were achievable with one of the largest investments in processing plants within the group.



marineharvest
excellence in seafood

“Working with this project has been an exciting challenge for Pescatech, where we have been met with a professional attitude and cozy working environment. The slight difference in the sizes of Pescatech and Marine Harvest has never been an issue, where we really have felt being an internal part of a large company”- says Chris Bjerregaard of Pescatech.

Regional Director of Marine Harvest – Per Roar Gjerde continues: ***“This is a large and exciting project for Marine Harvest Norway. We have during the project phase worked closely together with Pescatech, which has been a very good experience. Together, we have designed new and solid solutions for a more future oriented processing plant. It will after the finalization of the speedy installation period be very rewarding to restart production in the world's most advanced fillet plant.”***

There's no doubt that this monumental factory will become a showcase and “must see”, when visiting the Mid-Norwegian salmon industry. All participants and vendors in this project know this, which itself has been one of the most motivating factors of the project.

www.marineharvest.com



www.pescatech.com



The next generation visual tool

Recently more and more customers have been asking us for a new and better way to overview their facilities and educate their people. For that reason, Pescatech decided to develop a new product: Pro-educator.

Pro-educator is a customized visualization and educational software, based on a graphically friendly user interface, built on detailed 3d models of the entire factory. It can be adapted and designed to fit individual customer needs within many possible modules, such as: presentation, education, processing, technical etc.

Pro-educator is the next generation visual tool with almost all conceivable options for information to multiple user levels ranging from upper management to new trainees. Touch screen friendly and easy to use wherever you are; all you need is a memory stick and a computer.

With a 3d model of the factory you have all the possibilities of presenting the company in a superior way, and provide the best introduction. You can introduce everything you want: key-personnel, machinery, capacities etc.

The education module has been made to make it easier for new operators to start working in a new position and make the introduction smoother for everybody. With Pro-educator

you can show the correct way of doing the job in several ways: animation, video, picture, drawing, text, speech – and even explain it in the operator's native language.

The educational user interface makes it easy to collect all information in one place: user instructions, safety instructions, maintenance information, technical manuals etc.

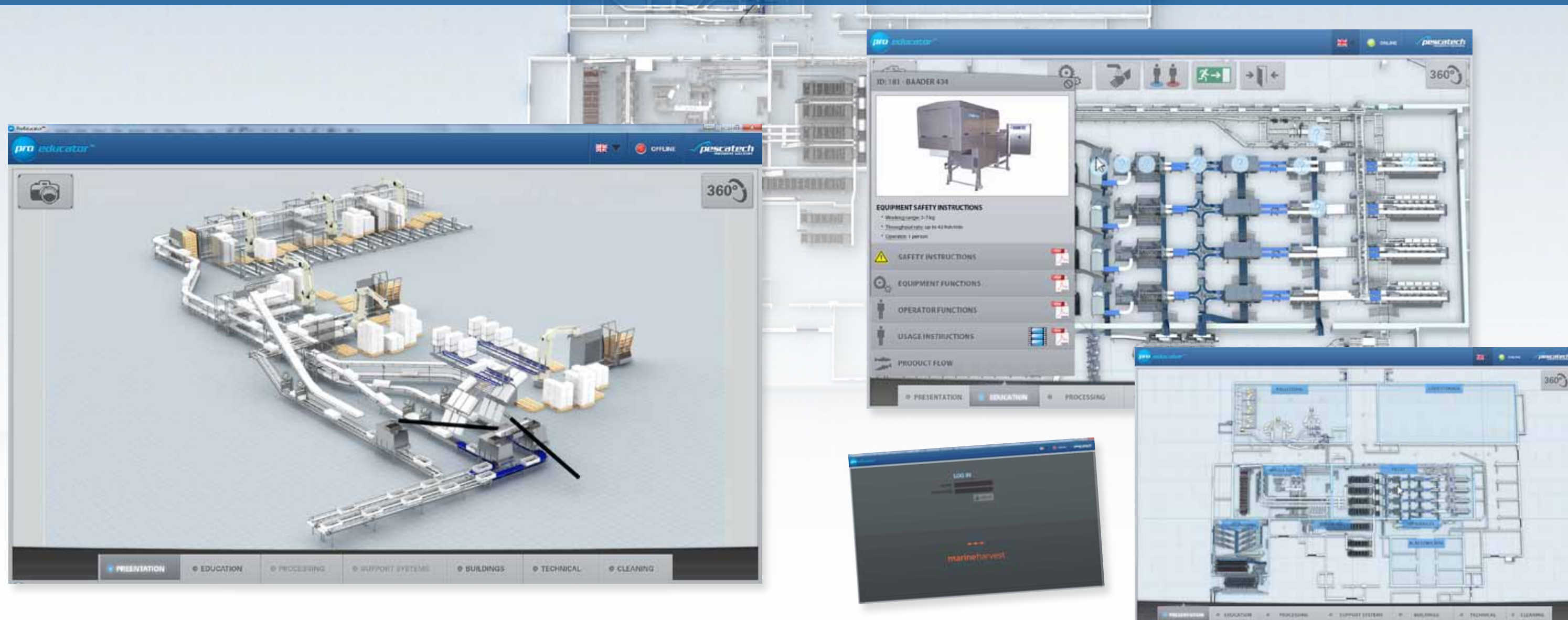
In all food companies hygiene is a very significant factor, so Pro-educator shows how to dress and behave and give the operators all possibilities to be prepared the right way.

In case of fire it is a prerequisite that everybody knows the fire instructions and escapes. This is possible to show in a

very realistic way and a lot of educational time can be transferred to this software and release resources from people responsible for fire safety.

The main modules cover almost all aspects and the imagination is almost unlimited when creating sub-modules in a Pro-educator adapted to each individual customer's needs and wishes.

Linking the unique Pro-Educator visualization methods to more conventional MES software solutions could also create a more user friendly overview of the daily operational routines. The same will be the case, when discussing SCADA visualization and service management systems.





Quality seafood with traditions

Located on Vikna, an island on the Mid-Norwegian coast, Nils Williksen is placed in the heart of one of the most prosperous areas for fisheries and aquaculture in Norway. It stems from this, that the company traditions are strongly tied to the coastal culture. The way of life has always been based on the sea, coastal fisheries and traditional processing of seafood.

Nils Williksen is a supplier of quality seafood with long traditions in serving demanding customers in the international market. Their mission is not to be large; rather to be the first choice of selected customers, providing high quality seafood products in lasting business relationships. The company was founded back in 1883 as a small family owned business. It remained small until the end of the 1980's, when it was modernized to become an integrated, medium sized seafood company in Norwegian terms.

Pescatech was hired in as an external analyst to perform an audit of existing processing methods. The aim was to



locate bottlenecks and seek quick wins through an Opti-advice processing study. Secondary; the tasks included validating and seek to improve at hand proposals from different equipment suppliers.

The result was a report slightly diverting the focus towards the findings from a careful study of the processing scenario. The report included technical layout proposals with the aim to improve the product flow and combine best possible equipment supplied by most qualified vendors. Pescatech stayed as a part of the Nils Williksen team until the project was successfully completed and the role as temporary internal project department was fulfilled.

Nils Williksen comments: ***"Pescatech brings onboard necessary competencies within factory design from start to end. Their knowledge of equipment suppliers and available options provides us with better possibilities, when choosing our equipment and project partners."***

www.williksen.com

www.pescatech.com



Chasing the perfect balance

Ideally located at the Arctic Circle you find Nova Sea, one of the largest producers of farmed salmon in North Norway. Surrounded by cold, fresh water and wild, beautiful nature Nova Sea has the perfect conditions for farming and producing salmon.

Although efficiency and operating costs are always on their mind Nova Sea never compromises on quality and environment to short-term optimize the profitability. Sustainability is the key word for the perfect balance between biology and environment. Therefore producing salmon is always according to ethical welfare and the fish's natural and biological needs. Because Nova Sea feels so committed to ensure food safety to their customers they are always searching for development and optimization of their production to fulfill the newest demands from authorities and customers.

When Nova Sea decided to upgrade their slaughtering facilities Pescatech had the pleasure to be called in as consultancy company and a temporary part of the Nova Sea project management team. The job started with the design of a complete new, modern and highly efficient slaughtering and gutting plant. The goals were; to ensure top quality products for the future, full traceability of products, outstanding hygiene standards as well as

optimum working conditions for the staff. The investment is targeting, that Nova Sea shall be among the most future oriented Norwegian processing facilities prepared for future demands towards higher capacities or new products.

Afterwards we moved into a phase with selection of qualified suppliers and purchase of the right equipment at the right price. This was followed up by project management with coordination between the various suppliers and planning of installation to ensure that all equipment would fit together as planned and that the installation would take place with minimized risks and stops in the valuable production periods. Being a temporary technical department of Nova Sea this way, has brought the companies together in a cozy and mutual beneficial working environment.

Bjørn Roger Thomassen, production manager at Nova Sea, says: ***"It has been a huge advantage that Pescatech right from the beginning prepared a realistic budget including all project costs, which continuously could be controlled and adjusted. Their experiences from other projects gave us the assurance that our project would be implemented and completed on time and within the budget."***

www.novasea.no



www.pescatech.com



Survival of the fittest

Vega Salmon is a production company mainly producing quality smoked fish. Located in Esbjerg, Denmark, Vega is a company with a long and successful history in the smoked fish production industry. With several years of experience in producing and selling smoked products Vega Salmon does business with a variety of clientele from wholesalers and retailers to catering services. While they also produce for the local market the bulk of their production is sold to the markets in Europe and their products are only sold as private label products.

Vega Salmon uses dry salting and injection salting in its production process; which method is used depends on what the customer prefers. To ensure a high standard of hygiene all their products are produced under strict internal controls and the HACCP system.

Pescatech was hired in as a consultant in 2010, where the primary tasks were to create flexible processing solutions together with Vega Salmon for their new planned operations in Germany. This work included overview of existing and necessary new equipment needed for the new project. Meanwhile Vega Salmon purchased several valuable high tech equipment from some of the less fortunate and now bankrupt Danish producers, which also needed to be evaluated for future use.

Chris Bjerregaard of Pescatech says about Vega Salmon: It is a pleasure working with another Esbjerg company, though it is sad to see the once proud fishing community disappear completely, leaving only a few entrepreneurs

like Vega Salmon behind as a reminder of the days, when Esbjerg was among the largest fish & seafood centers of the world.

Roald Vedelgart, Managing Director and owner of Vega Salmon A/S says about Pescatech: ***"We work with Pescatech, because we always will get an honest answer and competent feedback from them. They are neutral and independent from the equipment suppliers, which make them very qualified as a sparring partner within factory design and selection of the right equipment for our projects."*** Roald furthermore points out that Vega Salmon's road to success rely on creating value to its customers and partners.

Delivery assurance, high quality raw material and finest end products are important to build the necessary trust needed for long term business relationships. Highest focus on hygiene and optimized production methods is achieved by thorough HACCP training and constant education of the staff.

Naturally competitive pricing, product development and a flexibility to meet the often changing customer demands have proven to be good investments and probably a key-stone for Vega Salmon to survive and succeed in relatively rough market conditions these days.

www.vega-salmon.dk



www.pescatech.com

Pescatech office in Norway

Through the years it has become clear that shorter distance to our customers is a significant factor in order to become familiar with their daily and often changing business environment. We need to foresee the needs, sometimes even before they arise and are recognized by the customers themselves.

Our aim is to become the preferred sparring partner and new center of competence for industrial processing needs within the Norwegian fish and seafood industry. In order to achieve this we need to establish ourselves as a local partner with high qualifications, so our most valuable clients will have easier access to our services.

We still see ourselves as the neutral advisors in a consolidating industry, where we offer advice and highly qualified technical sparring in order to provide our clients with best possible solutions despite multiple supplier choices. More often we are considered the temporary technical department, which again calls for shorter distance in travel and communication.

The office will be located in the heart of the beautiful city Aalesund, a place that has been carefully chosen for all the right reasons and hopefully our many customers appreciate and will continue to support this move. Aalesund is located with easy access to the South as well as the North, so within a few hours we can be on site. Our new office holds office space and meeting facilities, where Pescatech can host project and other meetings away from the daily business, yet still close enough to avoid too much time spent.

In order to maintain a position as maybe one of the world's leading centers of competence we also seek to build bases, where it is possible to attract valuable design and knowledge resources. The goal is to compose an international dream team within food consultancy and factory design, which calls for both shortest possible distance to our customers and naturally best possible services.



www.pescatech.com

OPTI-ADVICE

Opti-Advice is a corner stone in the Pescatech service programme, where we analyze existing fish productions (large or small) and focus on identifying quick wins and easy adjustments.

PRO-DESIGNER

Pro-Designer is setting new standards within the industry by offering high quality visualization ranging from normal ACAD standard drawings all the way up to live animated factories.

PRO-ANIMATOR

Pro-Animator is a new product offered to the fish & seafood industries, where Pescatech distances itself by becoming the first to promote a higher design level by offering 3D animations.

CONCEPT+

Concept+ could also be named line design as it aims at creating a superior and innovative solution solving a specific challenge.

PRO-CONSULT

Pro-Consult is the natural follow up package, where Pescatech becomes a temporary employee or advisor and external sparring partner for a longer period.

PRO-MANAGER

Pro-Manager is the consequent follow up on a good design job, where production, implementation and proper training is necessary in order to make the new project a success.

PRO-EDUCATOR

Pro-Educator™ is a customized visualization and educational Software, which will give you an astonishing new overview of your factory. It will be able to present various important information to multiple user levels.

TURNKEY+

Turnkey+ is a level of industry expertise present within Pescatech which makes the company capable of taking on larger processing challenges than any other consulting company.



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