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Digital press kit from MIWE for iba 2023

Discover the world of MIWE digitally at iba 2023: our **online press kit** gives you instant access to the latest press materials, high-resolution images, product news and insider insights, all tailored for fast and efficient reporting. Immerse yourself in a resource designed specifically to make your job easier and give you a seamless connection to red-hot innovations and news from the heart of our baking technology expertise.

iba 2023 is back after a five-year break. At this trend-setting trade fair, we present groundbreaking solutions that aim to make the way the world bakes just that little bit better and easier, one more time. Quickly and efficiently discover the highlights of our presentation, from advanced baking stations and production ovens to sustainable energy concepts, and use the materials provided to enrich your reporting.

About MIWE

MIWE Michael Wenz GmbH - Facts & Figures

MIWE was founded in 1919 by Michael Wenz in Arnstein, Franconia, and produces bakery technology for the world market at two locations in Germany. The company is known worldwide for its expertise and experience in the field of air-conditioning process stages of baking (baking, cooling, proofing, freezing), in automation technology, in the realisation of low-energy bakehouses and in plant engineering. As the inventor of in-store baking (propagated at the time as sight and smell baking), MIWE revolutionised the baked goods market from the 1970s onwards. Since 2002, the steadily expanding company has been managed by the third generation, Sabine Michaela Wenz. With eight subsidiaries (in the USA, Canada, Austria, France, Italy, Singapore, Switzerland and the United Arab Emirates) and 50 agencies, MIWE is now at home all over the world and therefore always close to its customers.

For more information on MIWE, please visit www.miwe.de.

The MIWE stand concept

Pioneering work for the future of baking

MIWE is setting new standards at iba 2023: With the motto "Better baking. Better business.", the company will demonstrate how innovations from the areas of bakery refrigeration, baking ovens, and digitalisation and automation are transforming the traditional baking experience.

Our trade fair concept

MIWE's stand is a **hotspot of innovation**, inviting iba visitors to discover the future of baking through a mix of (new) **product presentations**, **live experiences** and **digital solutions**. Among other things, the focus will be on demonstrating the competence of **live baking** under demanding conditions together with the Swiss Bakery and Confectionery College **Richemont**. In collaboration, the two experts for baking will demonstrate the synergy of craftsmanship and advanced technology.

The stand presentation will focus on key products such as the **MIWE ideal** production deck baking oven, the MIWE **roll-in** rack oven and the tried-and-tested MIWE **condo** and **MIWE aero in-store** baking stations - all of which have been awarded the e+ energy-saving seal. Each of these products embodies MIWE's commitment to excellence and innovation in bakery technology and shines with outstanding baking results in their respective fields of application.

In addition, multiple **digital consultation points and the VR showroom** on the stand enhance the customer experience by providing comprehensive information and advice through multilingual product and landing pages, as well as 3D product views. These interactive stations not only facilitate the understanding of the equipment and technologies presented, but also allow visitors to discover, get information and advice on the most suitable solutions for their specific needs.

From **automation** to **energy efficiency** to **customised baking solutions**, every area of the MIWE stand is designed to show how MIWE's innovations solve real-world problems (to take just one example: the shortage of skilled workers) and contribute to the further development of the baking industry.

Amidst the technological highlights is the **MIWE Future Lab**, a showcase into the (in-store) baking of the future. Whether through automation, energy efficiency or **customer service**, MIWE's presence at the show is living proof of its ongoing commitment to driving the industry forward and paving the way for customers to do business successfully.

The product highlights and innovations

MIWE ideal e+

In the world of bakery technology, the name MIWE has always stood for innovation and quality. This is proven once again with the introduction of the MIWE ideal e+, a deck oven that lives up to its name. The latest version of the tried-and-tested system features a **wide range of improvements**, in particular greatly **reduced energy consumption**, which helps bakeries to work more efficiently and in a more environmentally friendly manner.

The MIWE ideal e+ remains true to its roots and offers a number of substantial innovations in addition. These include **optimised flue gas routing** and **improved vacuum control**, which ensure uniform, reproducible baking results. A newly developed **swath system** takes efficiency to a new level by using just the right amount of water - not a drop more or less. This leads to perfect baking results while **minimising water and energy waste**.

Another special highlight is the **MIWE variobake** system, which now enables even **more sensitive temperature control**. By combining a modulating burner and intelligent control logic, bakers can use the baking characteristics of different oven types to their advantage and perfectly bake a variety of products, from delicate, sugary baked goods to robust rye bread. Depending on the setting of the baking programme, this energy transfer can be designed, according to the baker's wishes, either from **very aggressive, for a wood-fired oven character, or gentle, for a ring tube oven character, to** ensure the optimal baking process for the respective baked product.

Externally, the MIWE ideal e+ boasts a **sleek design** with clever features, including a large-format **10-inch touch display** and **electrically opening oven doors that** simplify operation and make the oven ideal for automated production environments.

The assembly and commissioning of the MIWE ideal e+ have also been simplified to enable bakeries to get **started quickly**. Improvements such as an easily accessible installation module and a standardised, compact arrangement of the inner workings also make servicing easier.

When it comes to **energy efficiency**, the MIWE ideal e+ sets new standards. Thanks to improved insulation, optimised baking system and reduced burner output, this MIWE ideal e+ is the most economical MIWE has ever produced. It embodies MIWE's commitment to helping bakeries achieve their business goals by combining the **highest baking quality with unparalleled efficiency**.

MIWE condo e+

The MIWE condo, a well-known and popular masterpiece in the world of deck ovens, has outdone itself once again. Known for its versatility and excellence in baking in small spaces,

the all-rounder presents itself with a **master upgrade that** further enhances its already impressive performance and **range of applications**.

The latest version of the MIWE condo offers two key innovations: **MIWE optitherm** technology for more precise temperature control and a **revised steaming system**. Both improvements not only affect the baking quality and the range of possible baked goods, but also contribute to **significant energy savings**.

With MIWE optitherm, the heating power of the baking oven adapts even more precisely to the needs of the baked goods, saving energy while **maximising the quality of the products** and allowing typical Asian products, such as soft cakes, to be baked with ease, among other things. The new steam system **improves humidity control** in the baking chamber and, after all, every baker knows that the right steam is essential for first-class results. These innovations also result in **more even browning** and consistency of baked goods and offer bakers the flexibility to fine-tune baking times and temperatures for a variety of products.

The MIWE condo e+ impresses not only with its technological superiority, but also with its energy efficiency. Standardised comparative measurements show that it consumes up to 9 % **less energy** than its predecessor, earning it the e+ seal of approval. This oven is a prime example of MIWE's commitment to innovation, quality and environmental awareness, which benefits bakeries worldwide.

MIWE roll-in e+

MIWE presents the MIWE roll-in e+, which is considered the **heart of the bakery** and has been continuously improved to meet the changing demands of bakers. The current model stands out for its unsurpassed **energy efficiency, user-friendliness and baking quality**. The key elements that distinguish the MIWE roll-in e+ are:

1. **MIWE Heat Flow:** An innovative technology that ensures consistently perfect baking results by providing precise air flow and temperature control in the oven.
2. **Optimised steam device:** Ensures even steam distribution, improves the crust and texture of baked goods and enables a variety of baking options.
3. **MIWE aircontrol 2.0:** Enables fine-tuned control of the baking atmosphere to achieve optimum results even with the most sensitive products.
4. **Energy efficiency:** With its improved insulation and intelligent energy management, the MIWE roll-in e+ sets new standards in energy saving.
5. **Versatility for future requirements:** With features such as MIWE variobake and the Booster, which support a wider range of baked goods while increasing quality and efficiency.

The MIWE roll-in e+ proves **that tradition and innovation** can go hand in **hand** to provide bakers with the reliability and state-of-the-art technology they need for their daily craft. This

baking oven, which MIWE - in particular Prof. Edgar Michael Wenz - played a major role in shaping, is the cornerstone of rolling production and has long been not only an investment in the present, but also a preparation for the future of baking. MIWE underlines this statement with a small note on the product: "**Automation ready**".

MIWE smartfresh

In today's fast-paced bakery industry, businesses face the constant dilemma of balancing efficiency and freshness. That's where MIWE smartfresh comes in: **a revolutionary refrigeration system** that enables bakeries to optimise production and reduce energy costs while delivering on a promise of continuous freshness.

With MIWE smartfresh, **night work becomes optional**. Bakeries can now shift their production to the more convenient hours of the day by producing partially baked goods and **storing** them in **ideal conditions for** up to ten days. This system not only keeps the products fresh, but actually improves their quality by adding moisture for an even **fresher end product**.

But that's not all: MIWE smartfresh also contributes to **significant energy savings**. Compared to conventional deep-freezing, the process requires significantly less energy, which reduces both the operating costs and the ecological footprint of a bakery.

In addition, MIWE smartfresh offers an innovative answer to the problem of mould growth: a **special blue light system** delays the formation of mould, which extends the storage time and ensures product quality.

In short, MIWE smartfresh is not just an investment in a refrigeration system; it is an investment in the future of your bakery. It enables **more flexible production, reduces operating costs** and at the same time guarantees that customers can **always** enjoy **fresh baked goods**. Where customer expectations are constantly rising, MIWE smartfresh provides the tools to stay one step ahead.

MIWE Future Lab

In an industry dominated by tradition, the MIWE Future Lab breaks with convention and leads the bakery into a **new era of efficiency and automation**. Here, the boundaries of what is possible are expanded by integrating state-of-the-art technologies such as automation and artificial intelligence into the baking process.

A centrepiece of the Future Lab is the **MIWE autonomous baking centre (ABC)**, which is equipped with a floor conveyor system and a collaborative robot (Cobot). The last-named advanced helper is changing the way baked goods are made by **automatically loading** and unloading deck and convection baking ovens such as the MIWE condo and the MIWE FBC. But the Cobot does not stand for the replacement of the baker, but for **valuable support**. It takes over repetitive, physically demanding tasks, allowing bakers to concentrate

on the creative and qualitative craftsmanship that makes their products unique. **Combined with the floor conveyor**, entire (rack) pans can be automatically moved from the cold into the oven and baked out again.

But this is only part of the innovations that the MIWE Future Lab has to offer. Another development is the **MIWE voicebot**. This intelligent voice control system transforms interaction with baking ovens. Using **simple voice commands**, bakers can intuitively control baking processes, making everyday work in the often hectic environment of a bakery or in food retailing (LEH) much easier. The MIWE voicebot not only helps to **increase efficiency**, but also increases **safety in the workplace** by minimising the risk of human error.

The MIWE Future Lab is thus not only a testing ground for new technologies, but a stepping stone to a future in which bakeries can work more efficiently, safely and profitably. It represents MIWE's commitment to not only help bakeries adapt to the modern world, but to actively lead them into the future.

Topics and solutions

Skills shortage

The shortage of skilled workers is one of the central challenges shaping the bakery trade today. The search for qualified bakers and skilled workers is becoming increasingly difficult. This shortage has far-reaching consequences, including increased pressure and workload for existing staff, difficulty in expanding or maintaining operations, and a possible reduction in product quality or diversity due to labour shortages.

The lack of dedicated, trained staff can hinder efficiency and limit the creativity needed to develop new, appealing bakery products to stand out from the competition, even in the face of ever-changing customer demands and market conditions.

In this challenging landscape, MIWE offers solutions aimed at alleviating the pressures created by the skills shortage. Through advanced automated systems, as demonstrated in the MIWE Future Lab, including the MIWE autonomous baking centre (ABC) and the innovative Cobot, bakeries can automate some of the basic baking processes. This automation eases the workload for existing staff, enables consistent quality even with fewer staff and maintains production capacity. But even beyond the still futuristic-looking solutions, there are already some useful offerings from MIWE.

For example, the flexible fresh food supplier MIWE smartfresh, which helps bakeries offer more flexible working hours by allowing partially baked goods to be stored under ideal conditions. This reduces the need for night work and allows for a more attractive work-life balance for staff, which in turn could make the industry more attractive to potential new professionals.

Feeding systems are another building block. The high-performance MIWE athlet system (in sizes L - XXL) is MIWE's answer to the growing need for intelligent automation solutions in bakeries that both increase efficiency and reduce dependence on hard-to-find skilled workers. In this specific case, as a direct loading aid at a particularly critical bottleneck: in front of the baking oven. They relieve the burden of monotonous and physically difficult tasks, which ultimately also makes the job profile of the baker even more attractive - or even eliminates vacant positions.

Overall, MIWE shows many - highly customisable - approaches to automating and increasing efficiency and how technology can help address the skills shortage in the bakery trade by optimising work processes and making jobs more attractive without compromising the quality and tradition of the bakery trade.

Automation

A step towards efficiency and ergonomics

The bakery industry, historically one of the most traditional crafts, is facing new challenges in times of skills shortages and increasing demand for efficient and sustainable production methods.

Automation is becoming a crucial factor, not only to increase efficiency, but also to improve working conditions while maintaining quality and craftsmanship.

1. **Relieving the strain on employees:** The role of the oven operator exemplifies the physical and mental effort required in bakeries. Automated systems, such as the MIWE athlet portal loading system, minimise the physical strain by taking over heavy lifting and carrying tasks. This reduces the risk of occupational injuries and can help make the profession more attractive to junior staff.
2. **Improved efficiency and production flow:** By using automation technologies, bakeries can achieve a faster and more efficient flow of goods. Systems such as automated placement, transfer and discharge conveyors or advanced proofing and freezing equipment optimise the flow of baked goods through the production process. This leads to consistent product quality, a reduction in production waste and more efficient use of staff time.
3. **Flexibility in automation:** It is important to note that automation does not mean "one size fits all". Different farms, regardless of size, can choose from a variety of automation levels and systems. From simpler aids that make manual tasks easier to fully integrated production lines that can handle large throughputs, there are solutions tailored to the specific needs and capacities of each bakery.
4. **Preserving the craft:** A critical aspect of automation in the bakery industry is the ability to preserve the art of baking. While machines increase efficiency, it is the expertise of bakers that ensures quality. Automation should therefore be seen as a tool that supports artisans, not replaces them.

Overall, automation in the bakery industry offers a promising way to meet modern challenges without sacrificing the art and craft that are so essential to the industry. Through careful implementation and training, technology and craft can go hand in hand to both preserve tradition and promote progress.

Digitisation

Digitalisation is playing an increasingly important role in the baking industry, and MIWE is at the forefront of shaping this transformation. With its digital solutions, the company is not only changing how bakeries are run, but also helping bakers to use their resources more efficiently and improve the quality of their products.

1. **MIWE smart baking suite: Drivers for quality and efficiency:**
 - The ability to remotely detect and immediately respond to quality defects can ensure product consistency across all shops.
 - Central control of seasonal baking programmes facilitates the introduction of new products and ensures that all locations are on the same, updated status.
 - Collection and analysis of data from all ovens provides an invaluable basis for strategic decision-making, including resource allocation, energy management and quality control.

2. **MIWE connect:box as a link between tradition and modernity:**
 - This innovation makes it possible to integrate older models into the network of modern digital control. This enables homogeneous quality assurance and process optimisation across different device generations.
 - The flexibility offered by such add-ons means that bakeries do not need to constantly invest in new hardware, but can continue to use existing systems as they move forward in the digital landscape.
3. **Energy awareness and sustainability:**
 - Tools such as the MIWE sbs:energiemonitor show the way to a more responsible use of energy, which not only lowers operating costs but also reduces environmental impact.
 - By closely monitoring energy consumption, bakeries can make targeted adjustments to improve their energy efficiency while reducing their operating costs.
4. **Baking programme manager online for consistency across all branches:**
 - This centralised management of baking programmes helps ensure brand consistency and quality, which builds customer trust and reinforces brand identity.
 - The ability to quickly update or modify baking programmes gives bakeries the agility to respond to trends or quickly move away from underperforming products.
5. **MIWE starter App - Always stay connected:**
 - By providing important operational data and control options directly on the smartphone, this app can help make immediate decisions and increase efficiency.
 - Fault diagnosis and immediate notifications mean that problems can be fixed quickly to minimise downtime and keep production running.

MIWE engineering

In the modern baking industry, bakeries and production companies are facing increasingly complex challenges. The market demands efficiency, flexibility and quality to a degree that traditional methods often can no longer deliver. In the midst of this changing landscape, MIWE engineering offers customised, innovative solutions based on holistic manufacturing concepts. These concepts take into account critical aspects such as dough technology, plant engineering and operational organisation to create a harmonised, high-performance and profitable production environment.

MIWE draws on deep expertise and understanding of the bakery industry to combine these elements into a mature, coherent concept that optimises both the profitability and quality of the end products. In doing so, MIWE goes far beyond simply providing equipment; the company sees itself as a partner to its customers and is committed to mutual success.

A central component of the MIWE engineering approach is the use of advanced digital tools. MIWE planner is one such tool that offers revolutionary possibilities in the initial planning phase. Virtual 3D visualisation allows bakeries to explore their future production facilities at the planning stage. This technology provides a realistic view of the planned facilities and offers the possibility to simulate different configurations and operations. This enables bakeries to identify and rectify potential

operational problems before the actual construction or conversion begins. This proactivity not only saves time and money, but also minimises the risk of future business interruptions.

In parallel, MIWE's VR showroom provides an immersive experience that allows customers to digitally experience almost the entire product portfolio in 3D. This reality-based interaction not only helps develop a deeper understanding of the products and how they work, but also promotes more informed decision-making. Customers can see details such as the baking chamber of an oven up close, allowing them to choose the most suitable products for their needs. Even without the VR showroom, customers and interested parties can view all products as 3D models via MIWE's website and even virtually place them in the shop or production using augmented reality.

Beyond these digital solutions, it is MIWE's experience in customised manufacturing concepts that really makes the difference. The company uses its in-depth knowledge of different baking processes to develop solutions tailored to the specific requirements of each bakery. From making the best use of space to fine-tuning dough technology, MIWE engineering offers a way to approach the challenges of today's baking industry proactively and with confidence.

Energetic optimisation

In the modern baking industry, energy costs are not only a financial burden, but also reflect a company's environmental responsibility. The intense energy demand in bakeries requires careful consideration, especially as traditional energy sources can be expensive and environmentally damaging. This is where MIWE comes in, a pioneer in the field of energy optimisation that understands the challenge that waste heat often cannot be directly converted into usable energy, especially due to deviating temperature levels or time discrepancies.

Through baking technology know-how and in-depth industry knowledge, MIWE develops customised energy management solutions. These are not only designed to use energy more efficiently, but also to intelligently reintegrate the recovered energy into the production process. This ensures that bakeries not only reduce their ecological footprint, but also realise significant cost savings.

The e+ series from MIWE, for example, are excellent products that convince with significant energy savings compared to the predecessor model without compromising on baking quality. With improved thermal insulation, optimised air routing and precise control, the series enables significant operating cost savings and underlines MIWE's expertise and commitment to environmentally conscious baking solutions.

In parallel, the MIWE eco:nova is at the heart of energy recovery technology, as it recovers heat thought lost from the baking process and diverts it to support other areas of operation. Complementing this, the MIWE eco:box enables effective flue gas heat recovery, which can also be seamlessly integrated into existing systems at a later date. Both products aim to help bakeries significantly reduce their energy consumption and costs while protecting the environment.

The key to MIWE's success lies in the precise analysis of existing processes and an understanding of the dynamics within a bakery. The result is a realistic forecast of potential savings and an honest assessment of the payback period. This approach has proven successful: MIWE's projects have consistently shown that the savings achieved not only meet but often exceed the forecasts, resulting in faster payback on investments.

With MIWE as a partner, bakeries not only secure a sustainable position in an environmentally conscious market, but also strengthen their financial situation through sustainable, energy-optimised processes. In a world where both consumers and legal regulations demand more efficient energy consumption, MIWE offers solutions that go far beyond immediate cost savings.

Live baking with the Richemont craft school - where technology and theory come alive

In the vibrant atmosphere of iba, MIWE demonstrates what modern baking technology is capable of: In the live bakery, visitors experience how harmoniously the advanced systems and traditional craftsmanship go hand in hand. But it's not just about show - tangible added value is created here.

Experience customer-oriented innovations live: Through live baking, visitors can directly experience how technologies make everyday work easier and increase product quality.

Expertise that convinces: The experienced master bakers share their in-depth knowledge and are available for questions, a goldmine of expertise and practical tips. This year, the programme is enriched by the expertise of the Swiss partner Richemont, making the event a must for industry insiders.

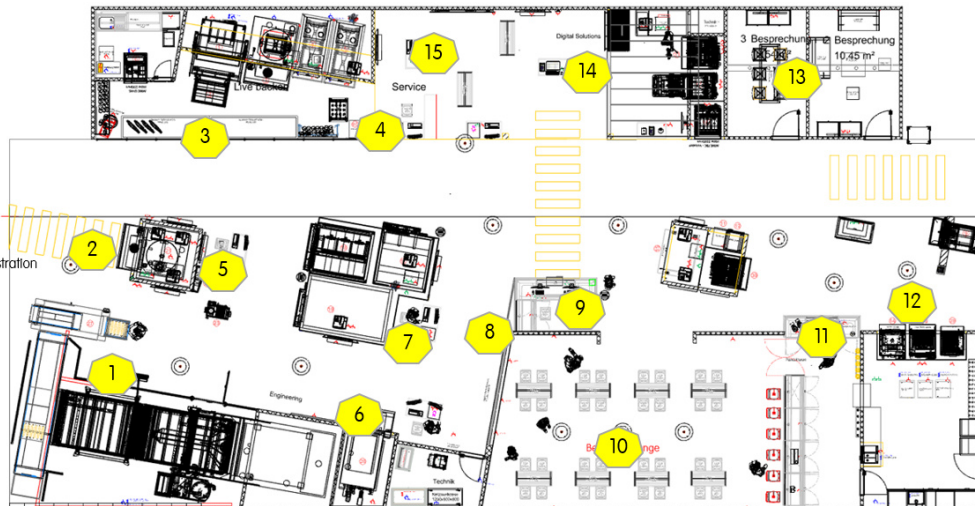
Transparent processes: The glass bakery offers an unobstructed view of the efficiency and quality that MIWE systems make possible - even under the adverse conditions of an exhibition hall. This not only proves the performance of the products, but also illustrates how bakeries can modernise their operations.

Conclusion: MIWE's live baking is more than a demonstration; it is an interactive showcase of possibilities that inspires bakeries to evolve and offer their customers the best every day.

General overview of the exhibited products

Stand plan

1. Automatisierung
2. MIWE roll-in
3. Live-Backen
4. Rlichemont
5. MIWE energy
6. MIWE engineering
7. MIWE Kälte
8. Digitale Produktdemonstration
9. Infotheke
10. Beratungslounge
11. Café-Bar
12. Ladenbacken
13. Besprechungsräume
14. Digital Solutions
15. MIWE Service



MIWE ideal e+

s. Highlight products

MIWE roll-in e+

s. Highlight products

MIWE condo e+

s. Highlight products

MIWE smartfresh

s. Highlight products

MIWE GVA e+

The MIWE GVA e+ is a true climate specialist. The fully automatic proofing machine masters all climatic processes required for the production of perfect baked goods. Its broad temperature and humidity spectrum makes it possible to precisely control a wide variety of processes such as proofing, rapid cooling or retarding proofing. Thanks to intelligent technology and user-friendly operation, the MIWE GVA e+ enables bakers to optimise their workflows and create consistently high-quality products while using energy efficiently.

- **Versatile climate control:** With a temperature range of -20 °C to +40 °C and the ability to regulate humidity up to 98% RH, the MIWE GVA e+ enables precise control of the proofing process, which is the basis for first-class baking results.
- **Intuitive and intelligent operation:** The MIWE TC touch control makes it possible to define up to 99 individual programmes with up to eight phases, enabling bakers to ensure consistent quality and make the production process efficient.

- **Energy efficiency and hygiene:** Awarded the e+ seal of approval for outstanding energy efficiency, the MIWE GVA e+ features modern fans, strong insulation, economical LED lighting and a hygienic, easy-to-clean floor, which reduces operating costs and improves the working environment.

MIWE SF

The MIWE SF-V blast freezer sets standards in refrigeration technology and guarantees first-class product quality. This powerful refrigeration unit was developed to cool baked goods quickly and efficiently, with a focus on the quality and freshness of the product. With state-of-the-art technology and individual customisation options, the MIWE SF is the ideal solution for bakeries that value the highest product standards when freezing.

- **Fast and uniform freezing:** The MIWE SF-V reaches a core temperature of -7 °C in the shortest possible time and ensures immediate icing of the product surface with its powerful cooling capacity. This preserves the moisture in the baked goods and results in fresher products for longer.
- **Modern and intuitive control:** The optional touch control MIWE TC enables easy operation and variable programming. With a continuous graphic display of the setpoint and actual curve progression, processes can be easily monitored. In addition, the MIWE SF-V is network-compatible, which enables external monitoring.
- **Customised solutions:** The MIWE SF-V is manufactured individually according to the customer's requirements. This ensures precise matching to specific performance specifications and also enables fully automatic loading options. The hygienic stainless steel design and efficient insulation round off the package and make the MIWE SF-V an indispensable tool in the modern bakery.

MIWE TLK

The MIWE TLK is the "go-to" solution in dough piece preservation, gently freezing unpackaged dough pieces at high humidity and storing them for the long term without any loss of quality. This state-of-the-art unit combines energy efficiency, performance and ease of use to ensure the high quality of stored bakery products. With its advanced technology and individual customisation options, the MIWE TLK is an indispensable tool for bakeries that want to increase their efficiency while maintaining the quality of their products.

- **Gentle and efficient preservation:** Thanks to speed-controlled evaporator fans and an intelligent air guidance system, the MIWE TLK enables fast, even cooling with minimal air movement. This prevents skin formation and drying out of the dough pieces and enables long-term storage without loss of quality.
- **Customisation:** The MIWE TLK is customised to meet the specific requirements and operations of each bakery. From rapid cooling zones to emergency call facilities, customers can choose the functions and services that suit them best.
- **Energy efficiency and hygiene:** The unit has robust insulation that minimises energy losses and a special intake slope that reduces heat input. The hygienic stainless steel construction and easy-to-clean components ensure impeccable hygiene.

MIWE athlete

The MIWE athlete L, a masterpiece of automation in the baking industry, has recently been thoroughly revised and now presents itself with numerous new functions. This powerful system is MIWE's answer to the growing need for intelligent automation solutions in bakeries that both increase efficiency and reduce dependence on hard-to-find skilled workers. In addition, they relieve the burden of monotonous and physically heavy tasks, which ultimately also makes the baker's job description even more attractive. With its improved technology and flexibility, the MIWE athlete L is an indispensable tool for modern bakeries that want to optimise their production processes.

- **Optimised functionality and flexibility:** The MIWE athlete L is characterised by its optimised connection to the cross-travel axis, which enables more precise guides and less wear. The system can be flexibly expanded to integrate additional baking ovens or parking positions and offers a safe pneumatic device for access under the system.
- **Improved production reliability:** The new pneumatically adjustable knife edge minimises heat contact and extends belt life, while enabling safe handling of products of different sizes. The optional robust Hoover, which can be added later, improves the cleanability and efficiency of the system.
- **High precision and system integration:** The double-sided table drive of the MIWE athlete L enables high positioning accuracy, and the path measurement system supports different hearth depths without hardware modifications. The versatile connection options and the ability to fully integrate it into existing production processes make it a comprehensive solution for automated baking processes.

MIWE gusto

The MIWE gusto proves that size is not always decisive. This electrically heated convection oven is a powerhouse in terms of performance, but requires minimal space. Simply plug it into a standard AC socket and immediately conjure up a variety of baked goods and snacks in outstanding quality.

- **Plug and Play:** No complicated installation process; just plug in and go. Thanks to the integrated water tank for steam generation, no separate water supply is required either.
- **Compact design:** Perfect for places with limited space. Despite its small size, the MIWE gusto offers space for up to three trays and guarantees excellent baking results.
- **Intuitive operation:** Fixed programme or touch control on request. The latter also extends the range of functions for gastronomic use and easier cleaning.

Wenz1919

The Wenz1919 combines the best of two worlds: the reliable, modern technology of the MIWE Condo and the unmistakable, traditional design of an old German wood-burning oven.

- **Traditional baking experience:** With its nostalgic façade and authentic scrub, the Wenz 1919 takes customers back to a time when the craft of baking originated. This visual promise of rustic and original enjoyment is irresistible.

- **Modern performance:** Equipped with the technology of the proven MIWE condo, the Wenz 1919 masters the entire baking programme, from delicate pastries to robust breads, with ease and precision.

MIWE aero e+

The MIWE aero e+, an electrically heated universal convection baking oven, sets new standards in the world of bakery technology. Known for its versatility and excellent baking quality, this premium appliance has been specially developed for demanding bakeries offering a wide range of products. The MIWE aero e+ clearly stands out from the competition with its high-end steam system, which ensures outstanding shine, optimal bundling and perfect crust. Its elegant design and innovative LED lighting make it not only a functional but also a visually appealing part of any bakery.

- **High-performance swaths for perfection:** The MIWE aero e+ is equipped with a high-performance cascade swathing device that guarantees optimum gloss and finish even in the case of swath-critical frosted bakery products. This technology ensures that every product has the desired quality and texture.
- **Intuitive and advanced control:** The modern touch control MIWE TC, combined with the user interface MIWE go!, offers users unparalleled control and simplicity. The central master control facilitates the operation of multiple baking chambers, making the baking process more efficient and user-friendly.
- **Comprehensive hygiene and maintenance solutions:** The MIWE aero e+ has an integrated cleaning system that maintains hygiene and simplifies maintenance. The optional MIWE everclean package takes extra worry away by including regular maintenance and refilling of the cleaning tank by MIWE Service.

MIWE econo

The MIWE econo, an efficient and versatile convection baking oven, is the ideal solution for bakeries that value economy and performance. This electrically heated oven is perfect for a wide range of products, from semi-baked goods to Danish pastries and croissants, while offering attractive presentation and tempting flavours directly at the point of sale - all of which makes it a popular business partner, especially in the international market.

- **Customisable steam performance:** The MIWE econo has a powerful steam with sprayer technology that ensures excellent volume, shine and bunching. For specific requirements, optional steam optimisation is available to further improve the quality of the baked goods.
- **Flexible control options:** With the user-friendly touch control MIWE TC and the modern user interface MIWE go! the baking process becomes child's play. The control allows precise adjustment of baking parameters to ensure consistent results. For those who prefer a simple solution, the MIWE FP12 fixed programme control is a practical alternative.
- **Efficient operating modes:** The MIWE econo is equipped with functions such as MIWE Autostart and MIWE Eco mode, which enable immediate baking readiness in the morning while minimising energy consumption. These intelligent functions help to reduce operating costs and increase efficiency.

MIWE thermo-static

The MIWE thermo-static is the trolley oven for gentle baking. With its gentle baking characteristics and high uniformity due to a static baking atmosphere, it enables outstanding baking results, ranging from low baking losses to extended freshness.

- **Atmospheric baking:** Exclusively developed by MIWE, this trolley oven eliminates weather-related disturbances, provides unparalleled uniformity and improved baking quality under all conditions.
- **MIWE atmo-jet®:** This superior windrowing technology finely atomises water by means of compressed air before it enters the windrowing apparatus, thus efficiently generating pressurised saturated steam that ensures optimum product quality and the best shine.
- **Convenience and ergonomics:** From the automated loading system MIWE assist to the optional softclose automatic door, the MIWE thermo-static offers a wealth of ergonomically thought-out solutions that make everyday life easier and at the same time enable excellent baking results.

Thermal oil systems, such as those used in the MIWE thermo-static, offer a number of advantages that go far beyond energy efficiency. This advanced technology enables exceptionally even heat transfer, resulting in baked products of consistently high quality. Because thermal oil has a higher thermal capacity than steam, bakeries can also benefit from shorter heat-up times and more precise temperature controls, which is particularly beneficial for delicate baked goods. In addition, thermal oil systems are closed and therefore require less maintenance, saving operating costs in the long run. This combination of performance, efficiency and reliability makes thermal oil-heated ovens from MIWE an attractive investment for modern, quality-conscious baking.

MIWE backcombi

The MIWE backcombi is a clever solution for bakers that combines the advantages of a convection oven and a deck oven in one compact system. This combination enables bakers to efficiently produce a wide range of baked goods with different baking requirements, while each product retains its individual texture and unique taste.

- **Versatility and quality:** The MIWE backcombi combines the specific advantages of moving heat in a convection baking oven (MIWE aero e+ or MIWE econo) with the resting baking atmosphere of a deck baking oven (MIWE condo). This symbiosis makes it possible to bake a variety of baked goods, from traditional bread to delicate pastries, to perfection.
- **Compact design:** Despite its duality, the MIWE backcombi takes up very little space, making it ideal for facilities with limited space. It offers maximum baking variety and flexibility without compromising on quality.
- **Individual control options:** Users can choose between the simple MIWE FP fixed programme control and the advanced MIWE TC touch control, both of which enable intuitive operation and precise adjustment of the baking processes. The modern MIWE go! user interface increases operating convenience and process efficiency.

MIWE FBC

The MIWE FreshBakeCenter (FBC) brings perfect oven freshness and maximum efficiency to the shop. This state-of-the-art bake-off system is not only a guarantee for tempting baked goods that

attract customers, but also a masterpiece of efficiency that transforms any shop into a modern bakery. Whether crispy rolls or perfect pastries, the MIWE FBC consistently delivers outstanding results that please both the eyes and the palate.

- **Consistent baking quality:** The MIWE FBC uses advanced technologies to ensure consistent quality. The precise control of the air circulation and the innovative steam technology help to ensure that every piece of baked goods is optimally baked. The adaptive MIWE flexbake® function plays a central role in compensating for unwanted process fluctuations, helping bakers to maintain the consistency of their products.
- **Practical handling:** The MIWE FBC is characterised by intuitive operation, made possible by the MIWE go! control system, enabling even less experienced staff to achieve excellent baking results. The well thought-out design of the loading trolley and the efficient design of the baking oven contribute significantly to streamlining the workflow.
- **Maintenance and networking:** A special feature of the MIWE FBC is its automatic cleaning system, which promises minimal maintenance. The integration into digital networks shows that MIWE recognised the importance of digitalisation in the baking industry at an early stage. The ability to monitor and manage baking processes via the MIWE smart baking suite underlines the company's commitment to innovation and future-oriented solutions.

MIWE eco:nova

Designed specifically for the unique requirements of bakeries, the MIWE eco:nova energy recovery system takes energy recovery to a new level by utilising heat from both the flue gas and the vapour. Here are some key factors that make the MIWE eco:nova an indispensable addition to any energy-conscious bakery:

- **Remarkable efficiency:** The MIWE eco:nova goes beyond conventional heat recovery systems by separately evaluating flue gas and steam to achieve maximum efficiency. This sophisticated process enables bakeries to recover on average up to a quarter of the energy used for baking, which has a direct impact on operating costs.
- **Improved baking quality:** By dynamically and individually regulating the oven draught, the MIWE eco:nova ensures not only energy efficiency but also consistent baking results. Regardless of external conditions, the system ensures a consistent baking environment, resulting in high-quality products that customers will love.
- **Networking and efficiency:** The integration of modern control technology and the possibility of network connection make the MIWE eco:nova a future-oriented tool. Monitoring and data analysis via the MIWE software enables precise control and adjustment of the operating conditions. In addition, the system offers significant cost savings by reducing the number of chimneys required for multiple ovens, making it a smart investment for growing and established bakeries.

QuickBox by MIWE

The QuickBox by MIWE is a speed oven specially designed for the rapid preparation of snacks and is therefore a practical addition to a wide range of catering establishments. This compact oven is characterised by its efficiency and user-friendliness, without the need for microwaves. Ideal locations for use are wherever speed, efficiency and quality are required. From busy fast food restaurants that continuously serve hot snacks, to cafés and bars that want to offer their guests a

variety of freshly prepared snacks, to supermarkets and convenience stores that offer their customers quick meals on the go.

- **Efficient preparation:** The 3D impingement technology enables the QuickBox by MIWE to heat up or gratinate dishes quickly. The ability to handle up to four different components of a dish at the same time saves time, especially during busy periods.
- **Easy to use:** The clear touch display facilitates operation, and up to 100 recipes can be stored. This simplifies processes and helps to ensure consistent food quality.
- **Easy cleaning and maintenance:** The construction of high-quality materials, including a removable stainless steel cooking chamber, facilitates cleaning. This supports compliance with hygiene standards, while the appliance's quiet and energy-efficient operation provides added convenience, especially in smaller or open kitchen areas.

MIWE digital solutions

- **MIWE connect:box**
The MIWE connect:box is an innovative tool that enables bakeries to bring traditional baking processes into the digital age. By retrofitting existing baking ovens, this small device creates a connection to the digital world of MIWE, opens up new possibilities for process optimisation and provides access to valuable operating data.
- **Integration of older models:** The MIWE connect:box is particularly valuable for bakeries with a mix of older and newer baking ovens. It enables the integration of baking ovens with fixed programme control into the MIWE smart baking suite (sbs) digital network, providing consistent and centralised management.
- **Optimising baking operations:** By connecting to MIWE sbs, bakers gain access to central control, real-time analysis and efficient troubleshooting. This leads to improved baking processes, energy savings and higher product quality.
- **Future-proof and flexible:** The MIWE connect:box is not just a solution for today, but equips bakeries for future developments. It makes it possible to continue using existing equipment while benefiting from the latest digital solutions. In addition, it ensures that security updates are up to date, brings (necessary) cyber-security functions and makes equipment WLAN, Bluetooth and even LTE-capable. This saves a lot of tangled cables.

The MIWE connect:box symbolises the transition from traditional to modern, digitally supported baking processes by opening up seamless integration and a world of new possibilities for bakeries of all sizes.

- **MIWE smart baking suite**
A digital transformation is emerging in the baking industry, led by innovations such as the MIWE smart baking suite (MIWE sbs). This management software from MIWE is changing the way bakery branches are run by enabling centralised, digital control of all networked baking ovens.

What sets MIWE sbs apart is its ability to reduce complexity. In a sector traditionally based on craftsmanship, the software provides an interface that delivers detailed insights into the baking process without sacrificing ease of use. From energy monitoring to quality control, store managers can now access data in real time, enabling proactive adjustment of baking processes.

In short, the MIWE smart baking suite is a prime example of digitalisation in the craft industry. It shows how technological advances can complement traditional methods to promote efficiency, quality and sustainability in modern bakery operations.

- **MIWE sbs:energy monitor**

The MIWE sbs:energiemonitor is an advanced tool that helps bakeries consciously monitor and efficiently manage their energy consumption. At a time when energy costs are rising and sustainability is in focus, this tool provides a detailed insight into the energy consumption of bakery ovens, presented in a clear and understandable format.

Detailed energy profiles: Get an accurate breakdown of the energy consumption of your ovens, including the usage time in different operating modes such as baking, heating up or the energy-efficient MIWE Eco mode.

Comparative analyses: Monitor energy consumption over different time periods and compare the performance of different ovens or operating modes to identify areas for improvement.

Proactive energy control: Use the data to make targeted adjustments, such as setting blocking times to reduce energy consumption during non-operating hours or optimising baking cycles for more efficient use.

- **Baking programme manager online**

MIWE's baking programme manager online is a practical and user-friendly tool that offers bakeries a new level of efficiency and precision in their baking processes. As part of the MIWE smart baking suite, this online tool enables the careful creation and central management of baking programmes directly from the computer.

Precise control: Adjust the smallest details of your baking programmes, from temperature to fan speed, and ensure the ideal environment for each product.

Consistency and quality: By managing baking programmes centrally, bakeries can ensure consistent product quality across multiple locations, which increases customer confidence.

Flexibility and creativity: The tool offers the freedom to test new recipes and refine existing ones, which helps bakeries keep their offerings fresh and relevant.

The baking program manager will soon be available in a lite version outside the paid full version of the MIWE smart baking suite. Here, too, baking programmes can be created and installed on ovens with a limited range of functions.

- [MIWE starter App](#)

The MIWE starter app creates a practical bridge between bakers and their MIWE baking ovens by bringing important operating data directly to the smartphone. This useful application makes everyday life in the bakery easier by providing insights into aspects such as energy consumption, baking programme usage and current operating states. It is also a small appetiser to the full range of functions of the MIWE smart baking suite.

- **Access operational data:** Get detailed information on energy consumption and use of baking programmes that help make operations more efficient and save energy.
- **Fault diagnosis:** The app makes it easier to quickly identify and rectify problems by clearly displaying fault codes, especially useful when using the MIWE FP fixed program control.
- **Practical control:** In addition to the option of switching off the oven remotely, the app also offers functions for adjusting the time and monitoring the current baking status.

By providing these features in an easy-to-use app, MIWE helps bakers run their operations more smoothly and productively without the need for technical know-how.

MIWE shop

MIWE is expanding its range of services with the new MIWE shop, an online portal that enables the uncomplicated direct purchase of selected products. The shop, which is currently available in German, will soon be made accessible to international customers as well.

At the start, MIWE gusto is available in different variants, with the range being continuously expanded. The MIWE shop is another step the company has taken to simplify the customer process and provide direct, quick access to proven baking solutions.

With its user-friendly interface, the shop allows for easy navigation and a speedy buying process. This new shopping experience saves time for customers who know what they need and do not require advice, and offers the certainty of purchasing products directly from the manufacturer. The MIWE shop represents customer proximity and the company's commitment to providing high-quality baking solutions in a practical and accessible way. Available at www.miwe.shop

Press and media resources

Downloadable at www.miwe.com/iba-news and via contact (see below).

Contact information

For further information, detailed enquiries or personal meetings, MIWE is at your disposal. We understand the urgency of journalistic demands and are known to respond quickly, transparently and comprehensively to make your reporting as smooth and informative as possible.

- **Press enquiries:**
 - Michael Igelmann - m.igelmann@miwe.de
 - Dr Monika Münchmeier - m.muenchmeier@miwe.de

Please do not hesitate to contact us for any further information or specific enquiries relevant to your coverage of MIWE and our presence at iba 2023 and beyond. We look forward to hearing from you!

Conclusion and thanks

We would like to thank you for your interest in MIWE and our solutions for the world of professional baking. Your role in communicating innovations and industry-leading developments to a wider audience is invaluable and we appreciate the work you do on a daily basis. It is our sincere wish that this press kit serves as a useful tool for your reporting.

MIWE is proud to be at the forefront of bakery technology and we are excited about the possibilities the future holds for us all. We invite you to be part of this exciting journey by sharing the stories that are shaping and driving the industry.

Thank you for taking the time to explore our latest innovations and news. We look forward to the opportunity to continue working with you and shaping the world of baking together.