

STORK BV CHOOSES ON DEMAND TRAINING

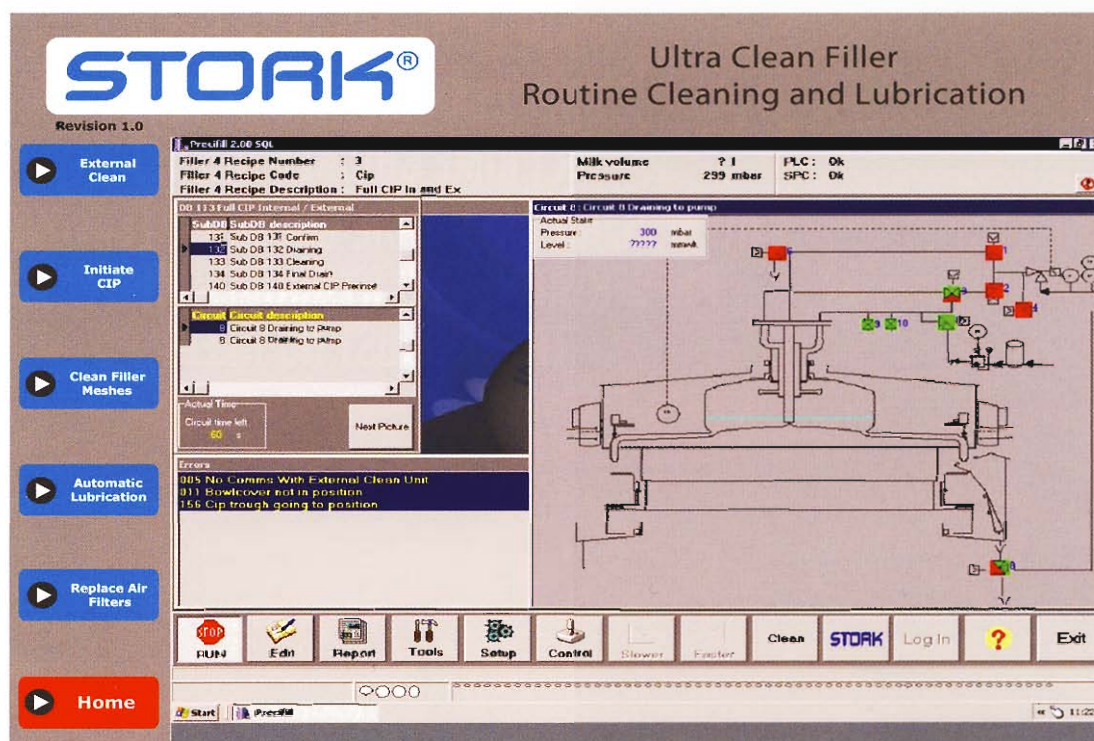
AMSTERDAM-BASED COMPANY USES INNOVATIVE E LEARNING TOOL TO HELP BOOST SALES OF ITS 60 HEAD ULTRA CLEAN FILLER

Halo Support Services has recently developed a fully interactive CD-based On Demand Training (ODT) tool for Stork Food & Dairy Systems - an Amsterdam-based manufacturer of processing and filling systems for the international dairy, beverage and food industries. The innovative e learning solution covers the use and maintenance of the company's latest generation 60-head Ultra Clean Rotary Filler and has been designed to help boost sales of the machine, encourage customer loyalty and strengthen competitive edge.

Having seen ODT in use at a dairy processing plant located in the UK, Stork approached Halo to develop a cost effective e learning programme that could be sold with its state-of-the-art Ultra Clean Filler as part of a product support package. As well as differentiating this advanced system, it improves customers' training standards and production efficiencies by ensuring machine operators quickly become familiar with the basic set up and operation.

Working closely with Stork, which involved several visits to Amsterdam, Halo developed the ODT tool to reflect the Ultra Clean Filler's advanced technology and super hygienic design. It uses a combination of stimulating animation, video and audio commentary to provide information and guidance under a number of categories including basic operation, routine maintenance, replacement of change parts, fault finding, use of the control panel and safety.

Patrick de Groot, director of director of service & sales



operations, Stork Food & Dairy Systems comments: "In today's tough economic environment we're constantly seeking ways to differentiate our products in a bid to grow sales. We also try to respond to customer feedback and a key issue seems to be that high employee turnover and multiple shift operation make it difficult to train personnel and keep them at their most efficient."

He continues: "The Ultra Clean Filler is a complex piece of equipment and the ODT concept provides clear and concise instruction whilst allowing staff to self learn at their own pace. This reduces operator training time and improves the efficiency of the machine through better user knowledge."

Stork's hygienic Ultra Clean

rotary filler is suitable for dairy and beverage products and features high speed accurate filling with innovative hygienic operation plus a fully integrated internal and external CIP system. It incorporates a wide range of advanced features including hermetically sealed filler doors to prevent water escaping from the machine during cleaning and a wastewater draining facility to eliminate foaming. This means the floor underneath stays dry which is a major benefit as many companies now aim for dry floor operation. As well as ODT, Halo Support Services has recently refocused the business to offer a wider range of solutions to equipment manufacturers and end users in the food, beverage and pharmaceutical production and

processing markets, all of which are designed to further improve production efficiencies and have a positive impact on the bottom line.

Halo's expanded portfolio is primarily geared towards ensuring better and more efficient use of production equipment within the food, beverage and pharmaceutical markets. Primarily geared towards better communications techniques, it includes operational and service manuals, health & safety documentation, standard operating procedures, as well as sales & marketing support materials.

In addition, for customers requiring a higher level of support, Halo is able to utilise its extensive engineering and technical expertise to conduct complete reviews of plant processes and operating procedures.