

# HOW STRATEGIC SUPPORT MAXIMIZES BAKERY INVESTMENTS

When bakeries invest in automated ingredient handling systems, mixers and dough handling equipment, the expectation is clear: These systems should deliver reliable performance for many years.

The good news is that they often do. And longevity depends on how the machinery is maintained, documented and supported over time.

## Beyond Service Contracts: A Lifetime Support Strategy

A lifetime support strategy begins during the planning phase, when supplier partners evaluate how new equipment will integrate with existing lines, controls and infrastructure.

"Equipment life expectancy is closely tied to the level of attention a system receives after installation," said Kevin Geye, director of aftermarket sales at Coperion. "Attention goes beyond fixing problems when they occur. It involves routine, purposeful assessments of machines, controls and overall system performance."



Two factors play a particularly important role in extending equipment life:

- Regular visits from specialized service professionals, even when equipment is operating normally.
- Easy access to troubleshooting resources, service histories, and ongoing operator and maintenance training.

## The Evolution of the Service Technician

Equipment technicians are increasingly becoming long-term process advisors to bakers.

"Our experts have been involved with a system from the earliest stages



baker perkins



bakon



diosna



kemutec



peerless



shaffer



shick esteve



unifiller



vmi

of engineering, installation and commissioning,” said Charlie Schmid, field service technician at Coperion. “They understand not only the equipment but also the unique production environment in which it operates.”

These experts work across numerous facilities and production processes; they gain a broad perspective that can be difficult for individual bakeries to develop internally.

“In many ways, these individuals function less as service technicians and more as system experts,” Geyer said. “Their experience across multiple plants and applications gives them the ability to spot inefficiencies and recommend improvements that extend beyond a single machine.”

Bakers should consider the strength and reach of a provider’s service organization when evaluating equipment.

During this process, important questions key decision makers should think on include:

- Are knowledgeable system experts located regionally or available in real-time through advanced collaboration technology?
- Can service personnel quickly access information about a specific installation?
- Does the organization draw expertise from multiple industries and processing applications?

## Protecting Knowledge in a High-Turnover Environment

Employee turnover can create big gaps in equipment expertise — when experienced employees leave, critical information can disappear. Technology provides new solutions to this challenge.

Advanced remote digital support platforms, like Connect Advisor from Coperion, combine helpful resources including AR/VR, guided workflows and live audio-video collaboration tools to provide step-by-step guidance, with remote technical experts providing real-time customer support. Connect Advisor automatically documents maintenance activities, creating a searchable record that remains available regardless of personnel changes.

## Intelligent Modernization Creates New Value

With ongoing economic uncertainty influencing capital spending decisions, many bakeries are focusing on upgrades and modernization projects vs. complete equipment replacement.

This trend highlights another advantage of a lifetime support strategy. When equipment experts have extensive knowledge of a bakery’s systems, historical performance data and operational goals, they can identify targeted upgrades that can deliver meaningful improvements.

Rather than replacing entire production lines, commercial bakeries may benefit from modernized controls, improved automation, enhanced data collection or upgraded components that increase throughput, boost efficiency, reduce labor demands and improve overall uptime.

For bakers wanting to ensure that their equipment continues delivering value throughout its lifespan, the right combination of proactive maintenance, knowledge management, expert support and intelligent modernization will keep their bakery systems optimized for decades.

### Best Practices to Maximize Capital Equipment Investments



Make service and support a proactive strategy.



Combine real-time data with extensive system experience from the manufacturer’s supplier to identify productive upgrades.



Consider the strength and reach of a manufacturer’s service team.

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