

SAMHERJI CHOOSES VALKA

– THE LARGEST EVER CONTRACT FOR
GROUND FISH MACHINERY

FLYING START WITH VALKA
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NEW 3D BONE DETECTION

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NEW HEADQUARTERS



SAMHERJI LTD CHOOSES VALKA

TO SUPPLY MACHINERY FOR NEW PLANT AND UPGRADES

Samherji Ltd has chosen Valka to supply machinery for their new high-tech production plant in Dalvik and to upgrade their existing ÚA plant in Akureyri.

With a total worth of more than 20 million euros, the deal includes numerous machines for the fillet production that cover the entire production process, from filleting to palletized products. The agreement also incorporates many new and innovative features that will streamline processes and improve production.

Most advanced groundfish processing plant globally

As part of the deal, Samherji Ltd will install Valka machinery in their current production facilities in Akureyri, and install their machinery in a new plant that will replace the current operation in Dalvik. Installations will start in the ÚA plant in Akureyri in the summer of 2018, and continue at the Dalvik plant in 2019. They expect the machinery to be ready for use around mid-year. Installation of the new processing system makes Samherji the most advanced company in groundfish processing.

The largest single contract for groundfish machinery

At a total worth of more than 20 million euros, it is the single largest contract ever negotiated in the groundfish processing industry. The comprehensive deal includes nine trimming lines, six water-jet cutters, three graders for fresh portions and three graders for frozen pieces, plus other related equipment from Valka.

Ambitious project

Samherji has long been in the forefront in the fisheries sector, largely due to their approach of advancing and using technology in their part of the value chain in fishing, land-based processing, and utilization of raw materials. This ambitious project, and the state-of-the-art technology it introduces, will likely advance their position as a leader in the industry.

The cutting-edge technology provides exceptionally high flexibility and offers unequalled accuracy in portioning, thereby fulfilling market needs in new and innovative ways. The cutter ensures maximum value for each fillet, for example. Using this breakthrough technology, bone cut-off is 1 to 4 percent less than when done manually. Bone cut-off will be even less later this year with the availability of technology that make it possible to cut from 3-dimensional images of the bones. New dual x-ray machines will provide a better guarantee of bone-free products.

Significant improvements in raw material and product handling eliminate the need for intermediary storage. These improvements also mean that fillets and portions will not be hit with a massive arm or be dropped from a conveyor, which can negatively affect the quality of the product. Instead, products flow in a continuous stream and maintain alignment the entire way. The improvements minimize the processing time, from filleting to sealing the finished

product inside a box; they also negate the need for human handling after pre-trimming.

Valka is a relatively young company, but it has already earned a reputation for producing high-quality products. The company's emphasis on designing high technology hardware and software provide innovative solutions that enhance customer productivity. Valka currently holds five patents with more pending.

Valka is a natural fit for Samherji, as both companies take a forward-thinking approach to the industry. From the start of the company in 2003, Valka has consistently worked on advancing the fish processing industry through the installation of new equipment and intelligent software.

"It has been a privilege to work with really dynamic and progressive Icelandic companies in the creation and advancement of new solutions; it is indisputable that the achievement we've attained thus far would not be the same without such collaboration. Valka has enjoyed a great relationship with the staff at the ÚA Akureyri plant in the past few years, and this has played a huge role in bringing the water-jet cutting technology to its current status as an invaluable tool for the industry. At Valka, we are grateful for the opportunity to participate in this technological development initiated by Samherji. We are excited to participate in this ambitious project and look forward to delivering a system that creates added value for our customer," says Helgi Hjálmarsson, CEO of Valka.

Managing director of land-based production at Samherji, Gestur Geirsson, also weighs in. *"We are delighted with the systems that Valka has to offer, and we believe this collaboration will advance the groundfish processing to the next automation level. This new technology allows us to serve our customers even better by providing more customized products that fit the individual's exacting needs. We are taking a bold leap into the future because we intend to be the leader in producing high-quality fish products, even for the most demanding clients,"* adds Gestur.

The new technology allows for the creation of new product types that were impossible or impractical just a few years ago. Even methods of artificial intelligence will assist with the production planning.

"It has been a part of Samherji's strategy to work closely with Icelandic companies and bring in new technological solutions. Our collaboration with Valka is the latest example of that strategy, and I'm delighted with the outcome," says Þorsteinn Már Baldvinsson, CEO of Samherji. *"We've worked with progressive Icelandic companies in the past, and have managed to create many new solutions in the various fields of fisheries, onboard the vessels, and land-based production. Those solutions have since been sold around the world,"* Þorsteinn adds.



CELEBRATING GROWTH AND NEW HEADQUARTERS

Valka has been growing quite rapidly, on average over thirty percent per year last five years. This year will be no different, the order book is full, and we're running at full capacity. In February we moved into new facilities, roughly triple the size from the old ones. The significantly larger production and office space allow us to continue growing and provide better service to all our customers, in the same friendly manner as before.

For the occasion, we decided to host a conference with a topic we're passionate about, *"The fourth industrial revolution, how can Icelandic high-tech firms gain a foothold in tough global competition."* The speakers were experts with various angles on the subject, within the seafood industry, the industrial federation, political scenery, university and the center for research & innovation. The conference was a great success, a huge thanks to all the roughly two hundred people that showed up and celebrated with us.

NEW!

3D BONE DETECTION – Increased Value

This summer we're releasing a new feature to the Valka Cutter machine a 3d bone detection, an accurate assessment of the fillet bone structure and alignment which gives the opportunity to precisely cut out the bone area accordingly. As the slope and alignment of the bones vary significantly between fillets, due to different anatomy, raw material quality or they're affected by the filleting machines, the 3d view and cutting result in less bone cut-off. Consequently, that translates into an increased value per fillet as more meat is left for higher value products. This feature will be available as an option for all new Cutter machines and most of the older machines will be upgradeable. The formal release date will soon be announced.



FLYING START WITH VALKA CUTTER ONBOARD A VESSEL

Icelandic vessel operator Rammi hf was Iceland's first to install water-jet cutter onboard its new state-of-the-art Solberg freezer trawler.

Much anticipation has been about how it would succeed to operate high-tech equipment such as the Valka Cutter on the open sea and many had doubts. The ship has already had numerous fishing trips, and the results have been excellent so far. Olafur Marteinsson is CEO of Rammi hf.

"The ValkaCutter has already proven to be as beneficial as we hoped and worked perfectly from day one. We have been cutting the pin bone off and loin portions as well. The products are exceptional, the highest quality, and the market has responded very well." Rammi is mainly supplying its skinless and boneless products to the UK and the company allied with the UK distributor, Friars Pride for a "sweepstake game" to promote the new products. *"We put considerable effort into promotion which has paid off"* Olafur adds, *"In one fishing trip we've cut a few hundred tons of raw material in the machine, and everything has instantly been sold. But we've still not been using the Cutters' full capacity. Thus there's a lot to gain and, the demand is surely there. We are delighted with the cooperation with Valka, and look forward continuing"*, said Olafur finally.

THE WORLD'S MOST EFFICIENT WATER-JET CUTTER

We are pleased to announce the release of a Dual stream version of the Valka Cutter at HB Grandi. This version has double the capacity of cutting small fish fillets compared to the traditional cutter.

HB Grandi hf was the first customer to receive the new machine that has been running for several months now. The dual stream version has a new improved image processing system that allows for a dual stream of fillets on a single conveyor belt consequently cutting double the volume from the previous version.

"The water-jet cutting technology is changing the practices in ground fish processing," says Kristjan Hallvardsson Director of Sales & Marketing at Valka, *"and Iceland is currently leading this transformation. The first water-jet cutter on the market was as well cooperation between Valka and HB Grandi, and for that reason, it was especially pleasant working with them on this project"*, adds Kristjan.

