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WP BAKERYGROUP
think process!

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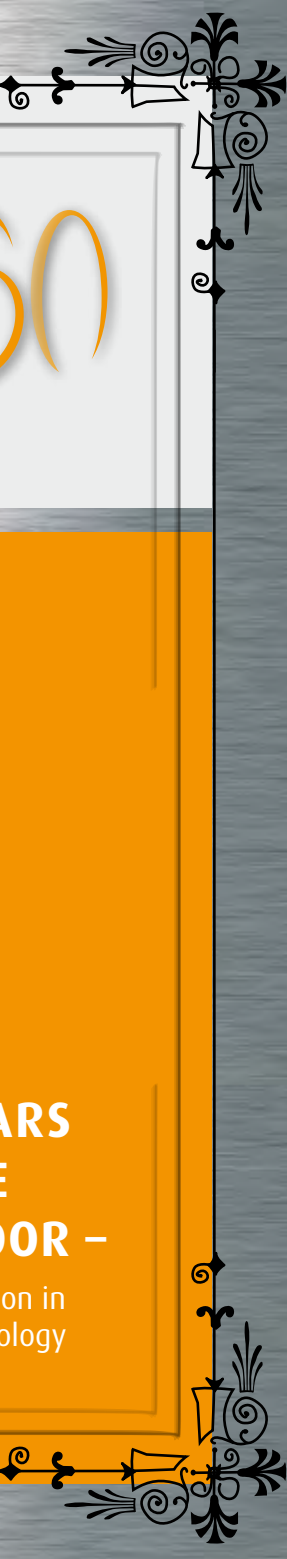
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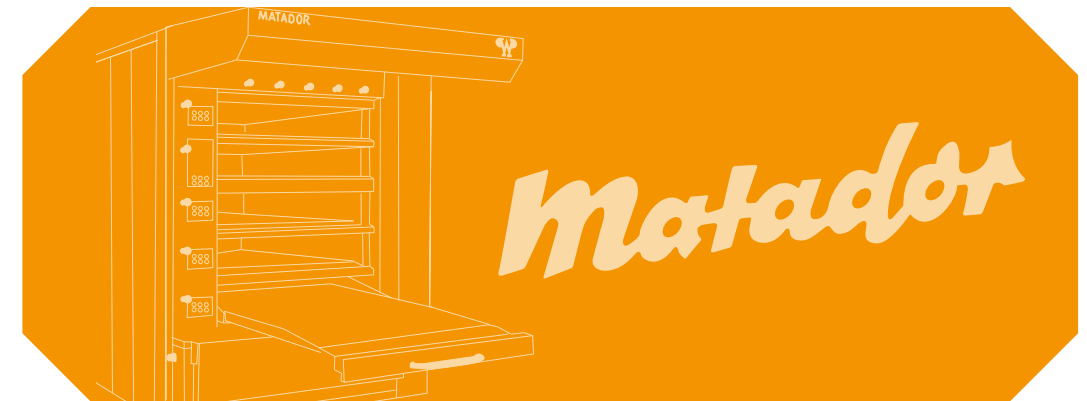
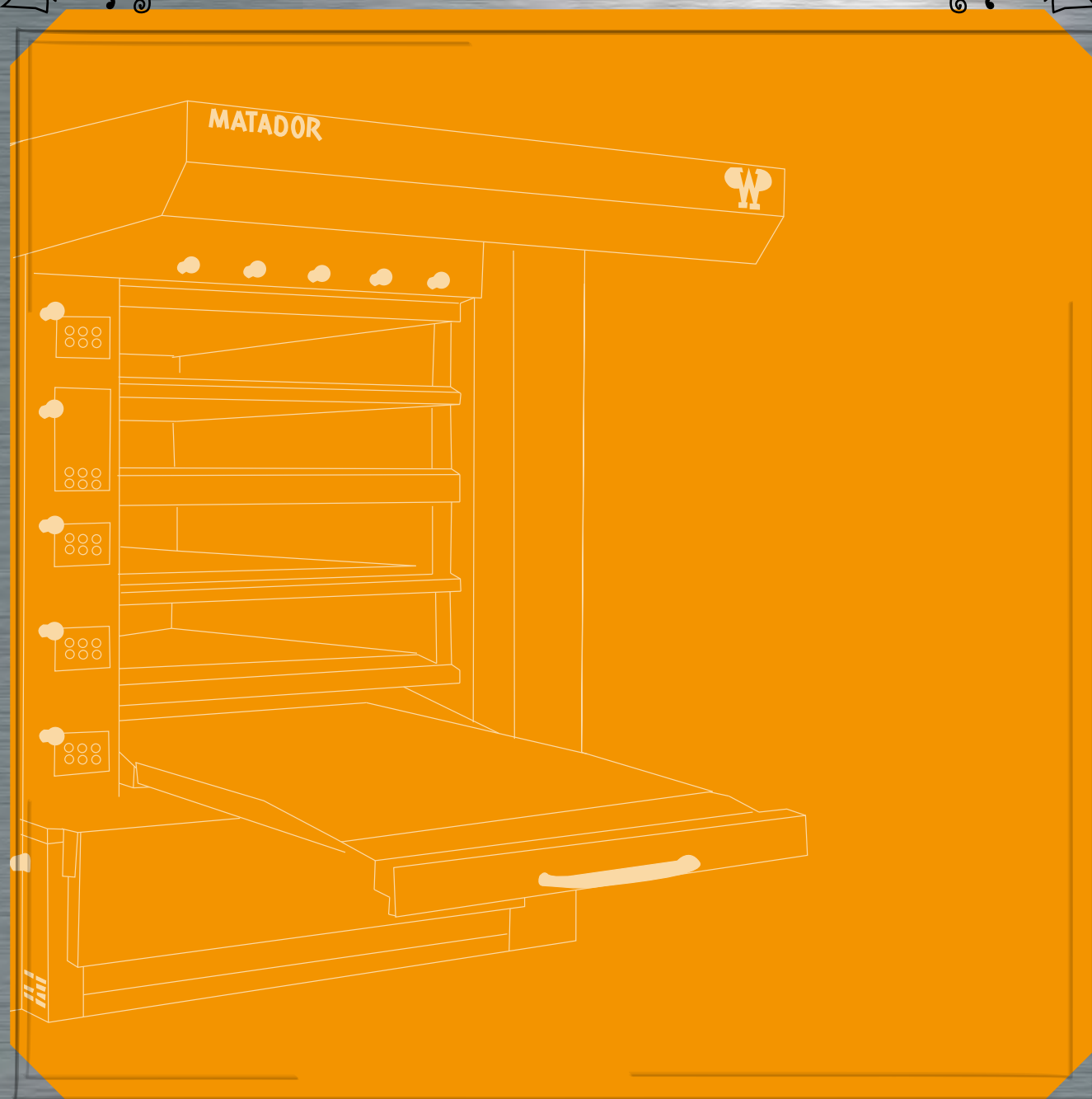
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**60 YEARS
OF THE
MATADOR –**
the revolution in
oven technology





60 years of the MATADOR – a success story!

MATADOR – for decades, bakers have been using this name as a synonym for a deck oven. There are only a very few brands where the name has been used as a generic name for an entire product group, for example Kleenex for facial tissues, Land Rover for 4-wheel-drive vehicles and Band-Aids for adhesive bandages. It is hardly surprising that MATADOR belongs to these very special trademarks because 60 years ago, this legendary oven revolutionized work in the bakery. Since then its high quality baking process for premium baked goods has left no margin of doubt. Many bakeries have been using the MATADOR for decades and have proudly passed it on from one generation to the next. This means that the success story of this oven is closely linked to the success stories of many bakeries around the globe.



MATADOR -

a revolution in oven technology

1953 - 2013



MATADOR -



a revolution in oven technology

In the 1950s, working in a bakery was rather time-consuming and strength-sapping. The baking ovens were steam or Perkins' tube ovens heated with wood or coal with no support for loading. In 1953, the MATADOR facilitated this labor enormously. The oven was a technical development from Werner & Pfleiderer and, at that time, a revolution in oven technology. With the novel WP deck oven of steel construction with its unique circulating

air heating system ZYKLOTHERM, flexible production in the bakery was made possible. This oven had finally put an end to hours of preheating that had been formerly required for the wood and coal heated baking ovens. The MATADOR immediately also boosted the capacity of the bakery. With its space-saving design it offered at least two more decks on the same footprint compared to the fireclay ovens.





MATADOR -

Picture of 1953

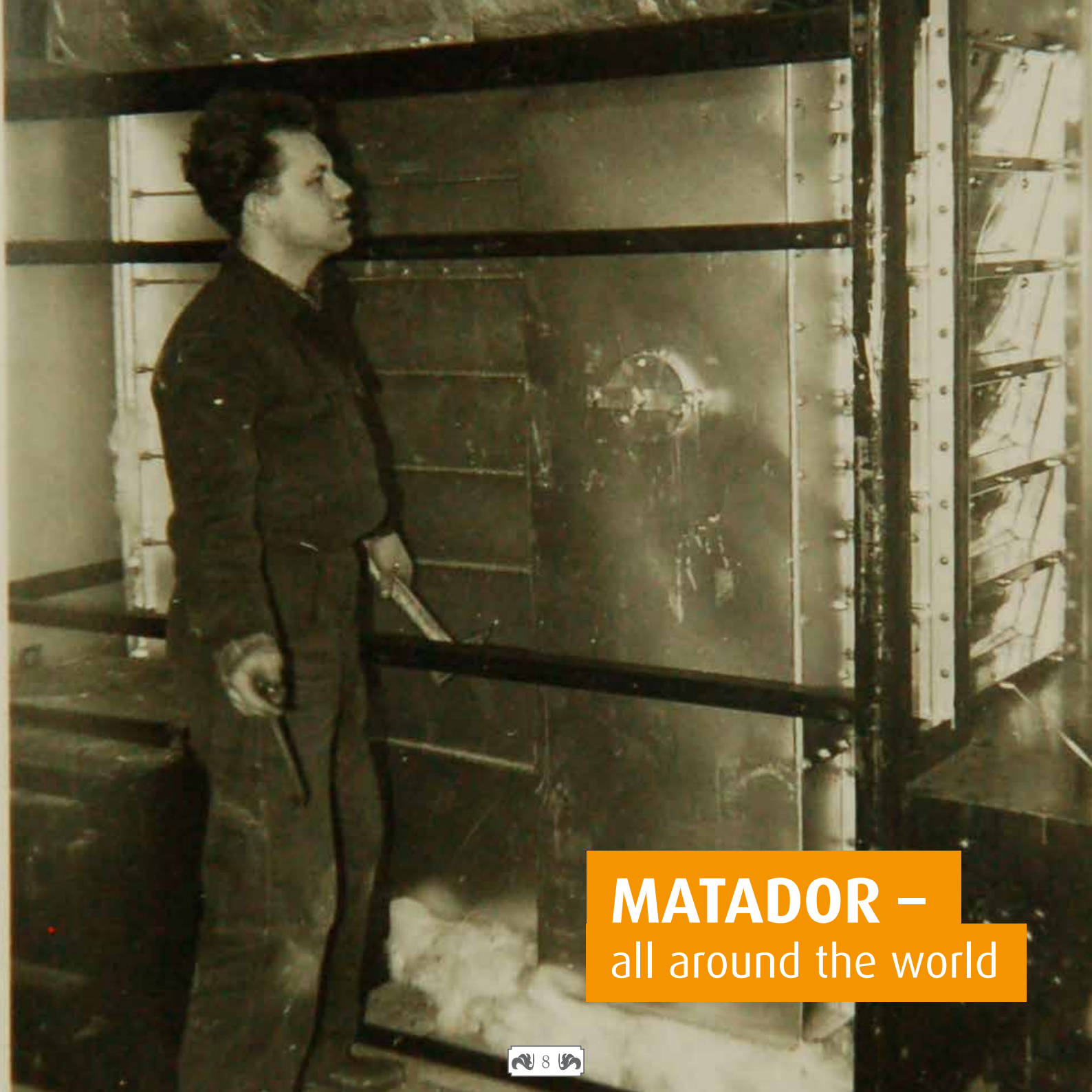


MATADOR -

a revolution in oven technology

However, since its arrival, the most convincing argument in favor of the MATADOR is its superior baking quality. This feature is the reason why this oven has become the favorite oven of German bakers and also became an export hit right from the outset. In the 1960s, WP built their own sites in South Africa and Brazil and the production capacity at the main factory in Stuttgart was quickly being exhausted. At that time there were neither

enough workers nor suitable building lots available in the metropolitan city of Baden-Württemberg. Consequently, WP moved to a new production location with its own railroad connection in Dinkelsbühl in Central Franconia. The ovens with their long heritage have been built on that site ever since. They are constantly being developed and perfected and delivered to bakeries all over the world – for baked goods of premium quality.



MATADOR – all around the world



Travelling approximately **950,000 kilometers** in **36 years**: Kurt Harm was always “on the road” as a service technician. Working for Werner & Pfleiderer meant that he **travelled the world**. The **MATADOR** has always been in demand on an international level and WP has been a world market leader for more than two decades. Up to this point in time, this deck oven has been imported into approximately **100 countries**.

MATADOR – all around the world

Kurt Harms has built many of these ovens. He started work as a mechanical engineer at the Stuttgart-Feuerbach site in 1956 and it only took six months until he was sent to Sweden and the Netherlands. “At that time I had to communicate with **gestures** because I could only speak the German language”, he recalls today at age 78. However, this situation changed rapidly. After assembling **30 ovens** in Sweden, he spoke the language.

The next stops on his way were Southern Europe, the Caribbean, South America and Japan. Kurt Harm witnessed first hand how **WP’s technology** excited bakers in different **countries**. “In the beginning, each oven was supplied with a **tin-plate** sign stating that the bakery used a WP oven. The bakers displayed the sign outside of their shop windows because they were so proud of using a **MATADOR** for baking.”



MATADOR – innovative stone lining



„Quality not quantity“

“Quality not quantity” - bakers that follow this motto will have the best chance on the market because customers appreciate **premium baked** goods of superior quality. **WP** has developed an innovative artisan bakery feature for top notch products that cannot be copied industrially: the stone lining inside the **MATADOR**.

The **stone plates** store the heat required for the entire baking process. The baking is carried out with a falling **temperature** without additional reheating. The products pick up a lot of energy right at the beginning – this ensures a beautiful crust.

Excellent results can also be achieved for sophisticated specialty products made from rather soft dough or for large **bread** loaves because the high **initial temperatures** support speedy and dry bottom development. Moreover, the products can bake slowly in a calm atmosphere with a descending temperature - for even more **flavor** and prolonged **freshness**.

„I wanted to give my best at all times.“

When asked for his **recipe for success**, Jochen Baier humbly replies: “I wanted to give my best at all times.” Indeed, the baker from Herrenberg, a small town in Germany, has succeeded in that. His professional career started impressively: At the end of his apprenticeship, he was **honored as the best** confectioner’s and baker’s assistant in his **class**, and this was followed by winning the regional and German championships. His career as a confectioner and baker reached its pinnacle when in 1994 he was ranked **fifth** in the **baker’s world championship** and **fourth** in the **confectioners’ world championship**.

He has been just as **successful** in the management of the **family enterprise**, founded in **1835**, which he now heads in its **sixth generation**. His products in Demeter quality are made exclusively from **regional** ingredients and are therefore in demand not only among his customers in his **Herrenberg** bakery but they can also be found on the **shelves** of whole **food supermarkets** and are used by **celebrity chefs**.



MATADOR –
Master Baker Baier’s oven

MATADOR – Master Baker Baier's oven

The **Baier bakery** is a traditional **craft bakery** that relies on heritage recipes – and advanced technology. It had been in existence for more than 40 years when the ring tube oven was replaced by two **MATADOR ovens**. “When it comes to producing top product quality, we have never skimped on technology. At that time, it was imperative for my father that he was able to bake our typical **Baier pretzels** with a well developed bottom and artisan bread loaves with a strong crust”, Jochen Baier recalls. For many decades, the entire bakery has been equipped with **WP machinery**. Today the proven technology in the form of the MATADOR STORE has also moved into the bakery shop. “We did not want to make any compromises with our in-store baking. Thanks to the simple, **convenient**, operator-friendly, fully automatic oven control, our staff are able to produce baked goods of a uniform high **quality**”, says Jochen Baier happily.



B Better Baker

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ZYKLOTHERM - the heating system for top baking quality

Crunchy crust, uniform browning, **rich flavor** – for any type of baked good! This was the in-house standard that the engineers from **Werner & Pfleiderer** demanded from the **MATADOR** right from the very beginning. And this is why they developed a unique and innovative heating system: **ZYKLOTHERM**. It contributes decisively to the renowned calm baking atmosphere inside the oven while also providing more benefits:

- **Favorable climate:** The heating gases stream through the channels on short routes and enter the oven from the front. This equalizes the heat loss that usually occurs at the weakest point of a baking oven and ensures a perfectly uniform distribution of temperature and humidity.
- **High flexibility:** Sturdy heat exchanger parts allow unlimited baking with different temperature curves as well as continuous operation at very high temperatures.
- **Energy savings:** The burner times are short and the burner capacity is low because of the principle of forced circulation.



MATADOR – live demonstration

Nothing is as convincing as experiencing something for oneself. This is why we invite bakers to test the MATADOR for themselves. Professionally equipped baking centers featuring the latest technology are available to you at three WP BAKERYGROUP sites:

- **Werner & Pfleiderer Lebensmitteltechnik – technical center in Dinkelsbühl, Germany**
- **WP Kemper - baking center in Rietberg, Germany**
- **Haton - dough center in Pannigen, The Netherlands**

In individual baking trials you can test each working step with original ingredients and your recipes. A team of experienced master bakers is available to help you in a relaxed atmosphere.

Experience the WP World on www.wpbakerygroupusa.com

