

think process!



Werner & Pfleiderer
Bakery Technologies

MATADOR®

BAKING WITHOUT COMPROMISE



WP BAKERYGROUP



WP BAKERYGROUP

Artisanal bakeries just as well as industrial bakeries worldwide have trust in WP BAKERYGROUP as the leading provider of machines and systems that cover the entire production process.

The corporation covers all areas of bakery technology with utmost professional competence. Many of the WP group companies have been market leaders in their respective field for decades, if not for centuries. They develop innovative technical solutions with their know-how with only one goal: help bakeries achieve the best quality baking results in terms of economics and energy-efficiency.

WP Werner & Pfleiderer Bakery Technologies

WP Bakery Technologies has set the standards in terms of oven building for more than 100 years. Countless patents and inventions set the benchmark in the baking industry, such as the legendary MATADOR® deck oven and the ZYKLOTHERM® heating system.

Creative ideas and pioneering technical findings distinguish every new oven generation – the **MATADOR®** as well.



HIGHEST DEMANDS

WHY YOU AS THE BAKER ARE SO TREMENDOUSLY IMPORTANT.

Cultivable land. Grain. Brea. Regardless of which part of the world people live in, they have made use of nature since time immemorial and have created thanks to its help the very same staple food. With a widely differing outcome.

Admittedly, man does not live of bread alone. But without bread nutrition for us is hard to imagine. To-day, not only the creative combination of tradition and innovation results in new and popular baking products. At the same time, the steady advance of globalization ensures an exciting and boundless exchange of recipes for success.

TRUST AND RELIABILITY

The current trend is very gratifying for consumers. They enjoy quality, variety and freshness. More than ever before. Very seldom it is pure hunger but rather spontaneous enjoyment that makes the decision at the counter for or against product success.

You as a baker make a significant contribution to this development. Because you are trusted and offer reliability. By treasuring your own recipes and by your openness towards new products. Meeting **HIGHEST DEMANDS** every day is indispensable for both.





PERFECT **TECHNOLOGY**

HOW TO CREATE IDEAL CONDITIONS.

What use have the most delicious recipes and best ingredients if they cannot be baked with identical quality day after day? Satisfied customers and economic success require two things: your professional qualifications and the best possible equipment.

We consider ourselves as a competent partner in this respect. For the classic bakeries as well as for chains that have grown with time. Regardless of the size of the business, we offer our customers a maximum of personal advice, precise planning, trend-setting technology and sustained customer care.



EXPERTISE AND LONG-SIGHTEDNESS

We have the knowledge required to equip bakeries of any layout exactly so that they can work efficiently and economically successful. The personal strengths of each baker determine just how profitable and productive the business will actually be. What's important:

WP BAKERYGROUP is the only full-range provider worldwide. Not only the ovens are designed, manufactured and installed, but also the entire coordinated periphery. The label "Made in Germany" renders every **MATADOR®** a technically sophisticated and outstanding product in terms of quality.

In short: we have supplied the base for bakers for more than one hundred years. Many thousands all over the world build their business on it. The **MATADOR®** deck oven has been synonymous for **PERFECT TECHNOLOGY** for six decades.



TRUE **MULTITALENT** –

YOUR PERFECT EQUIPMENT FOR DECADES.

MATADOR®. For us as manufacturer it is of course the product name. But it is also a concept of quality. Bakers all over the world agree. They mention **MATADOR®** and **QUALITY** in the same breath. And there are very compelling arguments for that.

- Classic deck oven in stainless steel design.
- Perfectly accessible baking area – from 8 to 43 m².
- Unique **ZYKLOTHERM®** heating system for perfect heat transfer.
- Outstanding, exemplary temperature flexibility.
- Excellent vapor guide with rich steam.
- High-quality special baking stones as standard.
- Highly effective 30 cm strong high-tech insulation.
- Ergonomic control via extra large display.
- Direct and also time-delayed integration of semi and fully automatic loading systems.

COMPETENCE AND CONSISTENCY

Each **MATADOR®** meets this clearly defined requirement. Extremely uniform baking results repeatable at any time – and of course over a period of many decades. Eventually there is no doubt about what this deck oven actually is – a **TRUE MULTITALENT** in every sense of the word.





SPECIAL DETAILS

THAT YOU CAN ONLY FIND WITH THIS UNIQUE SERIES.

WP BAKERYGROUP is a full-range provider and therefore also supplies the entire periphery around the deck oven. An unbeatable pro. But in addition to that, which specific product benefits make the **MATADOR®** the first choice and contribute to a reduced energy consumption of up to 30 % compared to similar ovens?

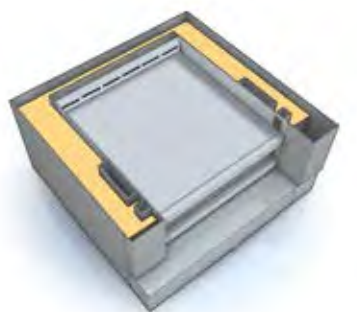
SYSTEM AND SAFETY

ZYKLOTHERM®, the proven heating system, the special **baking stones** and intelligent **WP NAVIGO II PROFI-CONTROL** control system of the **MATADOR®** are important for low power consumption and highest baking quality.

EXCELLENT VAPOR GUIDE WITH IDEAL STEAM.

Batch-on-batch baking? This goes without saying with the **MATADOR®**. Its innovative vapor piping system with vapor distribution system, positive-pressure system and relief flaps on both sides ensures rich steam and even distribution.

In concrete terms: a relative humidity of 75 % is achieved in less than one minute. Ideal for excellent shine, juicy crump and crunchy crust



Top temperature consistency thanks to **WP ENERGY BLOCK**. Reduction of surface losses. This is where the fundamental key to economic baking lies. The highly effective three-sided insulation makes a significant contribution to it. Its 30 cm strong high-tech thermal layer ensures reduced surface loss by almost 11 %.



Excellent insulation thanks to three-sided 30 cm high-tech thermal layer

MATADOR **STONE**

THE STONE – ALL AROUND LINING FOR PERFECT BAKING QUALITY

The functional principle of the **MATADOR®** allows for baking comparable to a wood-fired oven by means of radiant heat and dropping baking temperature curve. Due to the comparatively slightly increased temperature at the beginning, the radiant heat suffices for the entire baking process. The products form a greater volume yet maintain a tender flaky crust and long-lasting freshness.

TARGETED OPTIMIZATION WHICH DIRECTLY IMPROVE YOUR BAKING QUALITY.

Low energy costs are a very important factor in order to operate economically successful. However: the main focus is clearly on the baking quality to be achieved.

It is the combination of traditional baking and innovative technology that guarantees bread of extraordinary quality and exquisite taste to you as the baker. On the basis of this insight we have developed the SSC principle: **Stone + System + Control.**

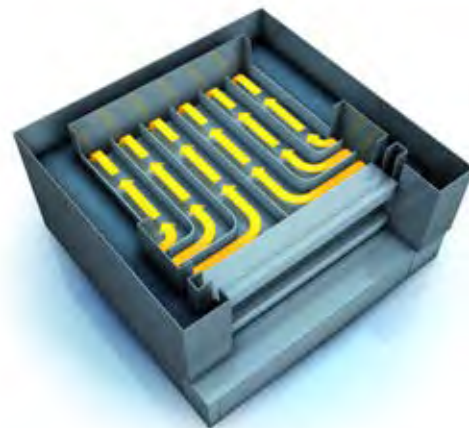


THE SYSTEM – BEST BAKING PRODUCTS THANKS TO **ZYKLOTHERM®**!

ZYKLOTHERM® is the heating system of the **MATADOR®**. We have employed and continually optimized it since the very beginning.

Its energy-saving principle:

The heating gases enter at the front, in the most sensitive area of the oven. From there they take the shortest route through the heating channels. The result of this heat transfer is a uniform baking process, perfect browning, crisp crusts and full flavor development – even with batch-on-batch baking, of course.



THE CONTROL – THINK TANK WITH EXPLICIT COST SAVING FUNCTION

Traditional baking in the **MATADOR®** can be continuously perfected using the latest control technology. This means in practice: our **WP NAVIGO II PROFI-CONTROL** control system in the current **MATADOR®** generation provides optimum conditions for baking results beyond comparison. In particular in combination with the previously described **ZYKLOTHERM®** technology as well as the highly effective all around stone lining.



STRONG **ALTERNATIVES**

MAKE YOUR DECISION WITH YOUR MIND AT EASE.

The **MATADOR®** is a classic deck oven and can be equipped with baking areas from 8 to 43 m². It is built in the versions MD and MDV. Both versions have special baking stones and can convince with a particularly uniform baking result reproducible at all times.

MATADOR® MD – THE BASIC VERSION

- Baking area from 8 to 19 m².
- Oil or gas operation at choice.

MATADOR® MDV – THE MAXI VERSION

- Baking area from 8 to 43 m².
- Oil or gas operation at choice.
- Ideally suited for being equipped with semi or fully automatic automation systems.

FUNCTIONALITY AND FLEXIBILITY

Apart from the previously described general performance features, the MDV can also score with the perfect accessibility of the burner from the back.

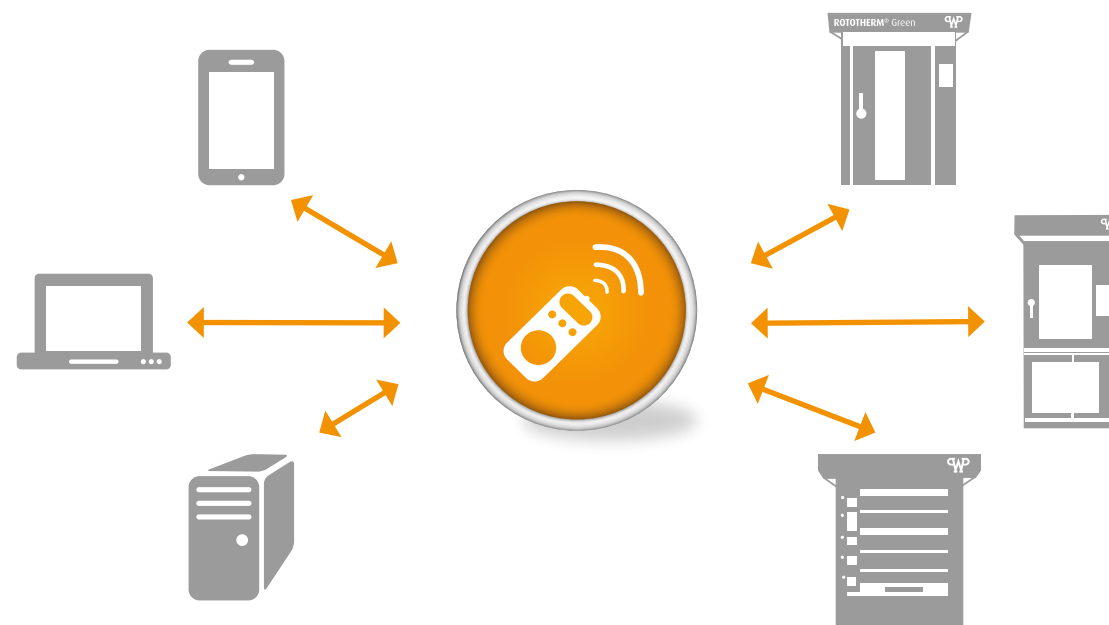
The oven can therefore also be maintained when loading is ongoing.



WP OVEN CONTROL

THINK TANK WITH HIGHLY INTERESTING OPTION.

The exemplary economy of the **WP NAVIGO II PROFI-CONTROL** control system is also due to the use of WP OVEN CONTROL. It can be used to connect several ovens and to thus facilitate the recipe entry and monitor the baking processes of all ovens via PC/internet. Including data validation and remote diagnosis via PC at anytime. This system can of course not only be used with the **MATADOR®** but consistently with all oven models.



WP NAVIGO II PROFI-CONTROL

SIMPLE OPERATION FOR YOUR DAILY BENEFIT.

Get a compact lock on all the features with the innovative **WP NAVIGO II PROFI-CONTROL** control system. It offers maximum ergonomics, assistance and economic operation.

- Focus on only one control panel.
- Particularly large screen.
- Fully automatic vapor injection.
- Each deck oven with its own vapor button.
- Touch screen with pictogram display.
- Simple, logical programming.
- Up to 250 recipes can be saved.
- Stores every baking process without any gaps.
- Identical operating system for all oven models.





VAST EXPERIENCE

YOU CAN ALWAYS COUNT ON.

You will certainly agree: quality is the best recipe. This is why this has been our entrepreneurial recipe for the past 135 years. The past 60 years were characterized in particular by the **MATADOR®**.

1877

Grant of a patent for a kneading and mixing machine with two elliptical agitator discs to Paul Freyburger from Stuttgart.

1878

Contractual patent acquisition by Paul Pfeleiderer.

1880

Establishment of the company Werner & Pfeleiderer for the production of special machines for bakeries.

1900

First production facilities in Europe and the United States.

1938

Introduction of **ZYKLOTHERM®** heating in baking oven design.

1953

Delivery of the first **MATADOR®** oven.

1964

Concentration of oven production in Dinkelsbühl.

1992

Market launch of the OBER loading system.

2011

Inauguration of the baking center in Rietberg.

2013

Inauguration of the baking center in Dinkelsbühl.



The **MATADOR® STORE HISTORY EDITION** as special edition in retro design on the occasion of the 60th anniversary.

SOLIDARITY AND CONTINUITY

Due to the extremely long utilization period, the investment in a new **MATADOR®** is somewhat similar to an intergenerational contract. In the truest sense of the word. What the grandfather bought, even the grandson can continue to use in many instances. This is the pleasant and logical consequence of our **VAST EXPERIENCE**.

ENERGY CONCEPTS **FOR BAKERIES**



SAVE ENERGY – REDUCE COSTS!

Baking ovens, steaming devices and cooling systems produce a lot of waste heat that can be used sensibly by means of heat recovery, e.g. for the preparation of warm water or to support your heating system. This reduces energy costs and is environmentally-friendly.

The specialists at WP Green develop individual yet comprehensive energy concepts for bakeries. Since we are not only experts in the field of energy management but are also well versed in baking processes, we guarantee

energy efficiency while maintaining high quality baking results.



- = Energy **recovery**
- = Improved **record on CO₂ emissions**
- = Resource **savings**
- = Improved **economic efficiency**

THE **MATADOR®** SUBSIDIES FOR ENERGY SAVERS.



Energy conservation is rewarded in many countries. And it pays off for you! Since the **MATADOR®** and our energy concepts including heat recovery are so energy-efficient, you could be eligible for subsidies.

Find out ahead of time about the subsidy programs for sustainable energy conservation and contributions to climate protection available in your country and check the requirements that must be met to be eligible for each subsidy program. Because you could then benefit twofold – from financial subsidies and the energy costs saved thanks to heat recovery and **MATADOR®**.

Talk to your WP dealer as well. He will gladly be available to help you.





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SOMETHING YOU CAN RELY ON!

One glance at the WP quality seals tells you the areas in which the WP machines excel.

PERFECT **OUTLOOK**

AT WHERE YOU CAN VERY SUCCESSFULLY GO WITH US.

Energy. Hardly a term today leaves more room for discussion. Content-wise it primarily involves energy transition, energy consumption and energy costs. It goes without saying that our company has developed a high level of energy awareness over the decades and that it is market leader in this respect.

Each **MATADOR®** is designed to bake at precisely the right time with the optimal amount of energy.

The radiant heat works powerful and continuously in every phase. **ZYKLOTHERM®** ensures an even heat distribution in the entire oven.



WP BakingQuality

Sophisticated bakers expect machines and systems with which they are able to produce premium-quality baked goods. We call this technology WP BakingQuality.



WP SmartControl

Usability, production reliability and high degree of availability – this is what WP SmartControl stands for. In practical terms, this means: WP machines and equipment are easy to use, feature identical menu-assisted operation with uniform icons, colors, and procedures and provide powerful, secure remote diagnosis and maintenance, upon request.



WP GreenEnergy

Lowest possible energy consumption – maximum efficiency: we develop innovative technical solutions that conserve valuable energy resources, that are less environmentally harmful and that reduce energy costs of bakeries with this requirement in mind.



WP CleanTec

Dirt should not accumulate in the first place. If it cannot be avoided, it must be easy to detect and to remove. This is the concept of WP CleanTec. It is foresighted designs, clever machine details and innovative materials that help implement it – for maximum hygiene!



WP Blue Value

WP BlueValue ensures with comprehensive service and support that our machinery runs continuously and operationally reliable over the entire life cycle.



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