



Dear WACHTEL customers and partners,

The year 2021 was characterised by the type of surprises and challenges that we have never experienced before in our professional career.

The vast majority of our 20% growth was generated in our German-speaking home markets. We were able to more than triple the sales figures of our hightech [ATLAS](#) rack oven and maintain our dominant performance against our competitors. Our German production site at Pulsnitz near Dresden celebrated its 30th anniversary this summer, and its recent upgrade was a major factor in the growth we have seen over the last twelve months. Our newly launched [PICCOLO PRO](#)[®] has been awarded an energy-saving certificate by the VDE, and our order books for 2022 are full to bursting (VDE is an association for Electrical, Electronic & Information Technologies as the only organization in the world that combines science, standardization, testing, certification and application).

Unfortunately, however, a number of our long-standing local suppliers are experiencing massive supply bottlenecks (in the area of electrical components it is even an extreme supply crisis) and our manufacturing staff are often down due to Covid quarantine. Therefore we were not able to meet all delivery dates on time as usual. We apologize for this!

Our ATLAS rack oven with patented steam recovery system - as a real unique selling proposition - is the real No. 1 in terms of baking result as well as energy efficiency - this is the opinion of many satisfied craft bakers. There is, of course, no truth in the rumors spread contrary to the law and the truth that our rack oven would infringe another oven patent.

Because inflation in the costs of energy, packaging, transport and raw materials has accelerated in the past business year (example: stainless steel up by 45% per ton!), we will unfortunately earn nothing this year. These price increases of our suppliers are unfortunately not only short-term effects of the Covid crisis: According to the German Federal Statistical Office the entire German producer prices rose by 18.4% in October 2021 compared to the same year-on-year - the highest increase since 1951. For this reason, we have no choice but to increase our selling prices by an average of 9.5% from January 1, 2022.

At the same time, our customers all over the world are unfortunately also being hit by rapidly rising electricity costs. (approx. plus 50% compared to the previous year). This in itself is a good reason for replacing old and expensive 'energy guzzlers'. Investment in modern, energy-saving ovens and cooling systems pays off in the short term thanks to government subsidies and in the medium term through reduced maintenance costs and lower consumption. An increasing number of modern bakeries are also reducing their energy consumption by means of energy-optimised baking with our [IQ TOUCH ENERGY MANAGER](#) including [REMOTE](#) software tool.

Some of our customers have already increased the selling prices of bread and rolls, and consumers will have to prepare for further price increases overall - unfortunately, there is no sign of a reversal of the general price increase in 2022. Regrettably, the covid issue is also present again. In contrast to many other European countries, which, due to higher vaccination rates and early boosters, have been able to put the Covid issue behind, our policy must now introduce a new infection protection law and further restrictions, e.g. lockdowns. However, we will have to continue to deal with this topic on our own responsibility and are already looking forward to seeing you next year in the warm season.

We wish you a Merry Christmas and a happy and prosperous New Year!

Yours
Oliver Frey, David Holzwarth & the whole WACHTEL Team



Time up for Corona

CORONA gives way to COLUMBUS in Bavaria.

The bakery Müller from German Chiemsee has been in business since 1955. The master baker partnership of brothers Christoph and Luitpold Müller are the third generation to run the artisan bakery. A combination of dedication, true artisanship and the best natural raw materials goes into the baking of bread, rolls, pretzels and pastries according to in-house recipes. They specifically avoid the use of ready-made baking mixes, preservatives or artificial flavour enhancers.

In order to continue to meet their self-imposed high standards, the old CORONA deck baking oven manufactured by Winkler Wachtel in 1974 has now been replaced by a new and modern [COLUMBUS](#) deck oven plus [loader](#).

The CORONA, which weighed a massive 15 tonnes, had to be dismantled on the premises and lifted out by crane to make room for its replacement. As long ago as the mid-1970s, WACHTEL could be relied on to manufacture quality that has lasted for almost half a century.

Take a look for yourself: [Video](#)



Artisan bakery Mack installs 10 ATLAS hightech rack ovens and CO2 cooling system

Family business switches to environmentally friendly technology in production. The Mack artisan bakery in Westhausen in the middle of Germany, operates according to the slogan 'Echtes Backen - Bestes Brot' (Real baking for the best bread). That's why we are proud and pleased to announce that, since August of this year, WACHTEL ovens have been used to bake the bread on sale in their retail outlets, of which there are now almost 50.

A grand total of ten ATLAS hightech rack ovens are now in production at Mack. Managing Director Michele Giuliano, responsible for the approximately 500-strong workforce in production, administration and sales: "We love honest craftsmanship, specially selected raw materials and the quality that comes from real dedication. These are the very criteria which convinced us to opt for WACHTEL. We are delighted to have the active support of WACHTEL as our new partner for ovens and refrigeration."

And you can see how quickly our bakery ovens are assembled in this [short time-lapse video](#). The [CO2 cooling system](#) for this artisan baker is currently under construction and will go into service at the end of this month.



New bakery ovens for the highest art of baking

The family tradition began over 120 years ago in Ludwigsburg (Germany), and Luckscheiter is now in its fifth generation as a flourishing baker-confectioner. Each successive head of the family has put his or her own personal stamp on the company, but they have all had one thing in common: love and passion for exceptionally good bread, rolls, cakes and flans. In addition, more than 80 different individual chocolates are created in the company's own praline manufactory according to recipes handed down from parent to child.

Felix Remmele is the fifth-generation representative on the management team. He won the title of German Young Baker in 2010, is a member of the national bakery team and, of course, deeply committed to his profession. "We have always lived to uphold the high school of classic craftsmanship and family tradition," says Felix Remmele. "This was also the starting point in our deliberations about procuring new ovens. Which partner could be relied upon to stand by us loyally in the long term and offer us the best available benefits and the highest quality? We very soon decided on WACHTEL."

Luckscheiter attaches great importance to the sustainable use of energy resources. For example, there is a huge photovoltaic system on the roof of the bakery and an efficient heat recovery system inside the building. Therefore it was only logical that that the company should choose the hightech ATLAS energy-saving rack oven. The innovative technologies that have gone into its design and manufacture have earned a 25% government subsidy on the purchase price (in Germany).

All our competitor's ovens were disposed of and replaced by our 3 ATLAS rack ovens and 2 deck ovens COLUMBUS with movable [SEMILIFT PLUS](#). The 8 branches in the Ludwigsburg area can continue to be supplied reliably and to a high standard of quality.

