

# WACHTEL

Found in the best bakeries of the world

Dear Customers,  
Dear WACHTEL friends,

**Newsletter September 2019**

A lot has been happening over the last few years at our family business, WACHTEL. Our team of experienced and some new, young employees has improved our numerous premium products and customer service through their passion and hard work. We are now positioned as innovative and future-oriented in our home market of Germany, and also internationally. This is proven not only in our numerous innovation and energy awards but also through our new products such as the world premiere in the rack oven market - the ATLAS. This oven will be presented for the first time at südback. To find out specifically what makes the new ATLAS the "ClMaster of all classes", please read below.



We love what we do - and we enjoy it! Jörg Schmid and Johannes Hirth, well known in Germany as the WILDBAKERS, also follow the philosophy of loving what they do. This passion for the bakery trade connects. And that is only one of the reasons why we have entered into a long-term partnership with the "young wild ones" and have appointed the two baking professionals as our brand ambassadors. The baking duo were the 2012 German Baking Champions. Numerous TV appearances along with articles in technical and general publications confirm their successful business idea of combining the new and the unusual with the tradition of bread. Their second bakery book "WILDBAKERS on Tour" was recently published in August.



I am looking forward to the partnership with the WILDBAKERS: Both come from family businesses and still work actively in their own bakeries. Both at WACHTEL and with the WILDBAKERS, tradition and progress are closely intertwined. Are you excited about how our collaboration will actually look? Then visit us at südback on our booth D31 in Hall 8. However, there are even more reasons why our booth is worth a visit: As already mentioned above our new ATLAS rack oven will be presented there live for the first time. Until then,

kind regards  
your

**Oliver Frey**  
Owner and CEO WACHTEL GmbH

## NEW PRODUCT LAUNCH at Südback:

**ATLAS:** The Master of all classes in the rack oven market

ATLAS does not only visually inspire with its future-oriented, aesthetic design with its gleaming black front and big glass elements, much more important, however, are the new technical features and the ensuing baking benefits for the modern premium baker.

These include the energy saving functions, for which WACHTEL is already known and which have been complemented with steam recovery and triple thermal insulation glazing. The "AUTOPILOT AIR PRESSURE" system maximises baking consistency and leads to baking quality regardless of weather conditions. The multi-stage burner enables individual baking output, for example with partial loading and a lower load on the heat register. This results in energy savings, better baking results and a longer service life for the burner and heat register. The newly styled, modular design of the ATLAS means it can be assembled and commissioned within one single day. Performing maintenance and servicing is equally time-efficient.

The ATLAS is an all-rounder for top baking results for many different bread and bakery types and is energy-efficient and profitable. The outstanding value for money makes it a true alternative to the loader/deck oven combination.



**MINI COMET PLUS:** The unique in-store oven with rotating racks

This small rack oven with a rotating baking carousel (10 trays) provides "action" and is an eye-catcher in the store. The event-based baking in front of the customers' very own eyes attracts more attention and increases sales. The baked goods are circulated consistently with hot air under optimum energy utilisation and optimum air speed with a sophisticated air flow. The extremely homogeneous and soft heat impact creates consistent baking results and attractive crustiness. The ideal air speeds reduce baking losses and the bakery products retain more freshness. The "WACHTEL QUICK LOADER" makes loading and unloading easy.

**Visit our trade fair party!**  
Sunday, September 22<sup>nd</sup> | 6 pm | Hall 8 | Booth D31

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**südback** Get your free ticket for the exhibition:  
[messe@wachtel.de](mailto:messe@wachtel.de)

Would you like entry tickets for südback? Then you can get these from us free-of-charge! Just send an email to my colleagues at [messe@wachtel.de](mailto:messe@wachtel.de) or call us on 02103 4904 – 281. We are pleased to invite you to our traditional trade fair party on Sunday, 22.09.2019. So visit us! We look forward to seeing you!