

Newsletter July 2020

Dear Customers,
Dear Friends of WACHTEL,

First of all I would like to thank our WACHTEL employees for their outstanding commitment and wealth of creative ideas. Our loyal customers also deserve a lot of praise for their loyalty, flexibility and their committed cooperation over the last few months of the crisis. Their dedication has been instrumental in mastering the challenges surrounding Corona – impressively, our order intake in May and June was even up 25% compared to a strong previous year. We are now back on track and will emerge from the crisis stronger than ever and continue to gain market share in the premium bakery-segment.



The iba Trophy for the best innovation, which we won in 2018, speaks for itself: INNOVATIONS made by WACHTEL for real bakers. After years of research and development and under new technical management, we have started making real TECHNOLOGICAL progress with our premium ovens. In early 2020, we successfully launched our new ATLAS hightech rack oven on the German domestic market. This spring, we were awarded the “Innovative through research” seal of approval by the “German Stifterverband” for our innovations.

As the market leader of deck-in-store ovens and with our number one electric bread oven INFRA, we now sell almost 60% of our ovens with electricity that is steadily becoming greener and more sustainable: In the first half of 2020, the share of green electricity in Germany reached a record high of over 50% of total electricity consumption. This was made on account of an extremely windy and sunny spring, as the majority of this environmentally friendly electricity comes from the renewable energy sources of wind, water and solar power. The current electricity price for a kilowatt hour (kWh) in Germany, at over 30 cents, is now almost twice as high as in our neighbouring countries of France, Poland, Austria and the Netherlands. For this reason, the ENERGY MANAGER of our modern IQ-TOUCH controls is becoming increasingly important for every modern in-store baker. We remain on track for growth in terms of new hires: we were able to expand and rejuvenate our sales and master baker team with four new, young colleagues, we´ve successors and strengthened our team.

I wish you good business again and the enlarged WACHTEL team hopes to see you soon!

Yours,

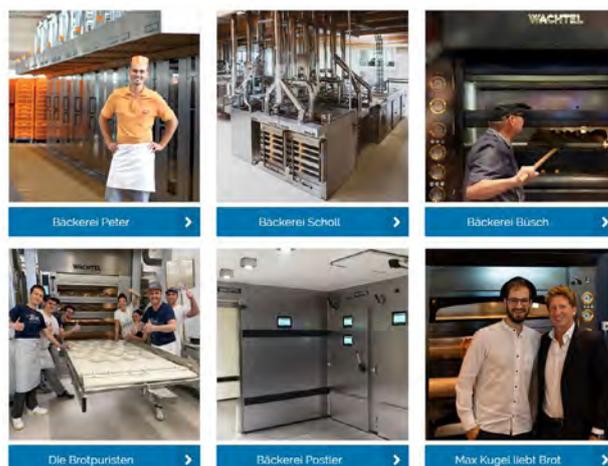
Oliver Frey
Owner and CEO of WACHTEL GmbH

New website and new logo

As you may have recognized: Despite difficult communication due to homeoffice and videocalls we used the time to relaunch our [new website](#). To build a more modernized website we also created a new square logo. Convince yourself of the new features and the new look. New. Modern. Clear.

In composition with our new website, we have developed a brand new, modern logo which we are now using for any advertising measures for example brochures, our new website or business cards. Of course we will maintain loyal to our WACHTEL lettering, which will also continue to be placed on our website and e.g. promotional items.

We are looking forward to your feedback.



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ATLAS
Master of all classes

Our new rack oven!

[> to ATLAS](#)



Bakery ovens for demanding bakers since 1923

Experience digital advantages with WACHTEL and BÄKO

To help BÄKO members and customers from the bakery industry find their way through the jungle of digitisation offers, BÄKO has provided three examples and convincing answers to the question „What’s in it for me?“ in a short film. In the film, three of BÄKO’s leading trading partners - WACHTEL, Hobart and Koma - show how digital transformation in the bakery business can be used to realise a number of possibilities and convenient, safeguarding advantages in everyday life, which always includes a sustainable increase in energy efficiency.

The advantages of networked oven technology and digital production monitoring will be illustrated by WACHTEL REMOTE. It is about new insights into consumption and operating procedures and the optimisation of production processes. On the basis of modern IQ TOUCH control systems, baking programs, for example, are created and processed across locations - for high process transparency and faster reaction times. The goal is and always will be the increase of the baked goods quality or its reproducibility at the highest level. In addition, it is also a matter of controlling energy consumption and thus effective savings.

[See for yourself](#)



Hightech - CO₂ - cooling cells for „Peter bakery“ in Essen, Germany

Production facility is upgraded with dough storage cells and fermentation room

The production of the established artisan baker was upgraded with high-tech cooling cells: The new combination cells have the largest viewing windows in the industry with 4 x 1 meters per cell. Backed with orange light, which is the corporate colour of the family business. Before the Corona crisis, we visited Klaus and Alexander Peter in Essen. You can find more impressions [here](#).

