

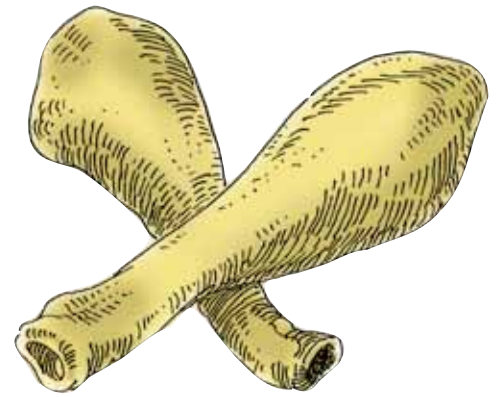


ANNIVERSARY of ZOOTECNICA INTERNATIONAL

50<sup>th</sup> Anniversary of Zootecnica International

## Poultry and egg processing

Slaughtering and further processing and packaging along with covering egg production and packaging together with processed egg products



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# Avitec

## Who still prefers grandma's pie?

Italy was hardly moving the first steps ahead after the Second World War when the enthusiasm and energy of a new working class were making the future looking a nice and exciting challenge. Among this new generation of active entrepreneurs there was a farm administrator whose family had grown up in the rich countryside land of north-east Italy near Padua town. As every good administrator Mr Pasquale Bortolami was quite disappointed to verify the low performance for the naturally incubated eggs. He knew that somewhere in north Europe, probably Holland, one of the pioneering countries for intensive animal production, a new technology for automatic incubation was being used.

Without hesitation Mr. Bortolami was quickly sitting on the first train heading to Holland, dressed in his most elegant suit. There he met with the owners of a company called Econoom and few weeks later, his farm in Italy was using the first wood-made closet built to facilitate egg hatching. The results were great, compared to traditional systems, and it just took a while for the rumour to spread along the hills.

Everybody was looking for the same solution and so Mr Pasquale Bortolami decided to quit his job



and open an activity to import the new technology. Avitec was born. It was 1957. Since that moment the company always kept focused to distribute new pioneering technologies belonging to the highest quality productions, and in few years brands such as Linco, Moba, Seymour (USA), Capway and others were in the list of offered products. The economic boom made the markets develop and grow really fast and new needs were coming up each time a new technology was introduced in the production. Very soon the Italian food industry started to demand for better productivity in the egg breaking for the production of liquid egg. After automatic breaking also pasteurization became important, few cases of salmonellae contamination in some industrial products which were not undergoing to thermal

**Avitec booth at the Varese Poultry show, since 1961**

treatment, quickly convinced the authorities that liquid egg should be pasteurized before any kind of use in the food industry.

**Fabio Bortolami, represents the 3<sup>rd</sup> family generation working in Avitec. He is responsible for the start-up of the new lines**

Thanks to the previous experience as importer of food processing equipment, Avitec started to design and engineer the first machinery for liquid egg processing. It was then 1970. Nowadays the third generation is working in the company and beside so many changes in the egg industry, still now the small family company is well renowned for the high quality of its products, for the finicking care to the smallest details and



for the very personal approach to each single project (the salesman is responsible till the final commissioning of the line). Other companies have gone into astonishing complicate technology, all of them are pushing for big capacity units, most of them help the customers to reduce the production cost or increase shelf life by using technologies which are not forbidden by the laws but which are pretty far from the traditional production systems. High frequencies, additives, enzymes, ultra high temperature, fermentation, etc. Avitec always kept coherent with traditional ways of production and the R&D has been focused to improve usefulness (complete factories installed in ten days) and to enhance and protect the natural properties of egg, because when speaking about food, quality and safety must be the only moving factors for any decision.



**PET Bottle Fillers are specifically engineered to work with liquid egg**

**The latest technology for natural liquid egg with long shelf life and no additives/enzymes**

Most of people agree that the grandmother cake produced with simple ingredients in the most traditional way still tastes the best. And so even in the third millennium there are successful small liquid egg producers who are able to sell their product and make good profit even if they can produce only 2 tons of product per day, the same can count on flawless quality and very competitive prices because the small unit is

simple and can be managed and cleaned with a minimum of labour work. Being traditional does not mean using obsolete technology. Avitec ultra clean pasteurization, in the third millennium, allows liquid egg processors to offer a long shelf life liquid egg which is completely natural, produced without any chemical reaction with “magic powder mixes” and without being overheated. That’s why in more and more countries even the big food multinationals are appreciating the simplicity and quality of the products processed into an Avitec line.

And last, but not least, the company has been taking care of the complete process till the final pack. The specific studies and engineering of customized filling machines which are only produced to work with egg allow results in reliability and hygienic safety which are not obtainable by other technologies which are shared for other products or sectors. And if somebody would claim that it is not economic to invest in the study of a filling machine specifically designed for such a small sector, Avitec shareholders will for sure reply that passion for optimal results, top quality and smiling customers goes well beyond any financial valuation. Beside this the company small structure allows great flexibility in costs and makes it possible to get a custom line at prices far lower than the average in the market, exactly like the best Italian tailor made suits are produced in small artisanal shops where the tradition and the passion are handed down from generation to generation. ■





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