



IREKS GmbH
Lichtenfelser Str. 20
95326 Kulmbach
GERMANY
Tel.: +49 9221 706-0
Fax: +49 9221 706-306
ireks@ireks.com
www.ireks.com



Company information

IREKS

– your strong partner

CONTENTS

-  | 03 IREKS in brief
-  | 05 Company history
-  | 09 Markets
-  | 11 Range of products
-  | 17 Quality and reliability
-  | 21 Service

A company family which combines tradition and progress in a special way: that is IREKS. With manifold services we accompany bakers and confectioners in more than 90 countries as providers of ideas, consultants and problem-solvers.

With a solid background of more than 150 years of history, we aim, every day, to do good things even better and provide a valuable basis for daily nutrition. Worldwide, not only are our customers enthusiastic, but also dedicated people, who, with knowledge, commitment and creativity, wish to advance our company.

Over 2,400 employees – everyone at his/her workplace – have made it their task to supply bakeries, brewers and many other food manufacturers with first-class ingredients and attractive product ideas. For, after all, our customers and ourselves have a common goal:

To spoil people with enjoyment and variety.



IREKS IN BRIEF

Areas of business

Baking ingredients for bakers and confectioners, brewing malts, flavourings, ice-cream products, agricultural trade

Customers

In more than 90 countries

Team

Over 2,400 employees all around the globe

Group turnover

More than EUR 400 million



Experience is the best recipe

It was a master baker and brewer from Kulmbach who laid the foundation stone for the IREKS Company more than 150 years ago: Johann Peter Ruckdeschel. We have not only preserved and maintained his pioneering spirit, but have carried this on.

Today, the name of the company is still inextricably linked to the founder:

IREKS = Johann Ruckdeschel et Söhne, Kulmbach

A lot has changed since 1856, however until today, the aim of creating valuable foundations for healthy nutrition has remained.



The milestones of the company history



1856

The master baker and brewer Johann Peter Ruckdeschel begins to establish his own malthouse and brewery business after his return from America.

1900

His son, Johann Andreas Ruckdeschel, lays the foundation for the development of the baking ingredient sector: "Ruckdeschel's Milliose" becomes a milestone in the craft bakery sector. The first malt-based, diastatic improver in flour form was soon an institution in bakeries at home and abroad.

1930

The dough method for bread is revolutionized by FERTIGSAUER. Instead of the usual dough fermentation of up to 24 hours, FERTIGSAUER reduces this process to two hours.

1971

New product ranges open up new opportunities: The confectionery baked goods line with the name MELLA is developed and has been constantly extended until today. A few years later, IREKS markets the first mix: SOJA-MIX.

1990

Foreign markets and international branches are becoming more and more important. Today, the IREKS Group does business in more than 90 countries, but always maintaining the charm of a family-related traditional company.

1998

At headquarters in Kulmbach, the new baking ingredients production takes up operations: a complete, fully-automatic batch-mixing system with safety standards of the highest level to enable the manufacture of products of an excellent quality.

2004

With the purchase of the Dreidoppel Company, the international competence of the Company Group – above all in the areas of flavourings, basic ice-cream ingredients and decorations – is extended further.

Today

Even more than 150 years after the company was founded, IREKS still sees itself as a global family of companies, where the unique company culture guarantees what customers are promised:

Naturally the Best.



Inspiration from throughout the world

Every country and every bakery has its own quite individual character. The preferences of the consumers, product ranges, working processes and market strategies are different. For this reason, we offer bakeries in more than 90 countries individual solutions – depending on requirements, inspired in a more regional or more international way.

To look beyond one's own horizon and to move within an international framework, this was important for the founder of the company more than 150 years ago. Following this tradition, the IREKS Group has developed further and is nowadays doing business worldwide.

In this way, we are well-informed of national and regional specialities, but, at the same time, turn our attention to international trends, too. This knowledge is incorporated into individual products and recipe ideas which are presented to the bakeries locally by our highly-competent expert Field Service from 30 nations.

Thus, everyone benefits from the global exchange of ideas which we intentionally foster and promote.

The IREKS company family, which supports you in your daily work, is at home in many countries around the globe.

LOCATIONS

► **BRAZIL:**
IREKS DO BRASIL S.A.

► **SPAIN:**
IREKS IBERICA, S.A.

► **FRANCE:**
IREKS FRANCE SARL

► **ITALY:**
IREKS ITALIA S.p.A.

► **BELGIUM:**
IREKS BELGIUM N.V.

► **NETHERLANDS:**
IREKS BAKCENTRUM NEDERLAND

► **DENMARK:**
IREKS BAGECENTER SKANDINAVIEN

► **GERMANY:**
IREKS GmbH; DREIDOPPEL GmbH

► **AUSTRIA:**
STAMAG Stadlauer Malzfabrik GesmbH

► **POLAND:**
IREKS PROKOPOWICZ Sp. z o.o.

► **CZECH REPUBLIC:**
IREKS ENZYMA s.r.o.

► **SLOVAKIA:**
IREKS ENZYMA, s.r.o.

► **HUNGARY:**
IREKS-STAMAG Kft.

► **CROATIA:**
IREKS AROMA d.o.o.

► **SERBIA:**
IREKS d.o.o.

► **ROMANIA:**
IREKS PAN ROMANIA SRL

► **TURKEY:**
İREKS GIDA SANAYİ A.Ş.

► **RUSSIA:**
OOO IREKS; TRIER Group

► **CHINA:**
IREKS (SHANGHAI) FOOD Co., Ltd.

Variety and enjoyment in always new dimensions

Consumers want a wide variety of baked goods from their baker. The baked goods on offer should always be diverse, delicious and fresh at all times. Thus, the demands made on the range of a bakery and on the baking processes are rising constantly.

From one bakery to another, the priorities concerning the composition of the product range and in regard to the optimization of the baking processes are different. This requires products which simplify work stages, but which also provide enough scope for craft creativity and individuality.

At IREKS, we have the corresponding solution for every enquiry – with a comprehensive range of improvers, mixes and products for confectionery baked goods, with reliable quality and repeatedly new ideas, which we would like to promote together with you.



▼
MAIN AREAS OF COMPETENCE

- Aroma & Taste**
Sourdoughs and malt products
- Function & Process**
Improvers for bread and morning goods
- International concepts**
Mixes for bread and morning goods
- World of confectionery baked goods**
Confectionery baked goods products
- Certified organic quality**
Product range with organic products
- Wellness & Lifestyle**
Trendy products with added value
- Special nutrition**
Gluten-free, lactose-free or kosher







So that **consumers** can **be certain**

For people to be able to enjoy bread and baked goods without any worries, this is what we, as a food manufacturer, are working on for our customers on a daily basis. Within the IREKS Quality Management System, a consequent quality policy, intensive raw material controls, our hi tech production, certification according to ISO 9001 and IFS, as well as our HACCP Concept, take care of this especially.

The certainty for the consumers was and always is of the highest priority at IREKS. For this reason, the whole process, from the product development via the production to the distribution of our baking ingredients and brewing malts, is subject to our Quality Management System.

Each incoming raw material, each processing stage within our manufacturing process and each batch which leaves our company, is permanently and without exception subjected to these quality controls. And this gives us the certainty to always guarantee the purest and constant quality to you.



Hi tech production at IREKS

IREKS produces quality. This principle of the company philosophy is strictly applied by IREKS in the production of the baking ingredients. A complete, fully-automatic batch-mixing system guarantees safety standards of the highest level.

In the batch-mixing system of IREKS, the raw materials are not dosaged via pipes, but directly into the batch containers. They follow the recipe-controlled production routes and collect ingredient after ingredient automatically. The quantities are regulated via inbuilt precision scales. The batch containers then drive electronically controlled to the mixing stations and finally empty out the finished product to be filled into bags.

Everything which comes into contact with the products can be broken down into modules and cleaned. This avoids unwanted cross contaminations.

The integrated laboratory accompanies each stage of processing with quality controls. In addition, the whole flow of material is recorded with barcodes. Each batch can therefore be quickly and completely retraced to the origin of its ingredients throughout the whole manufacturing process.

In this way, new technologies pave the way for the future, enable more efficiency in all respects and even fulfil high environmental demands. And they help us keep a promise which we make to our customers day after day: to also provide them in the future in a reliable way with a rich range of products of the best possible quality at attractive conditions.



Service

– for us, the expression of
true partnership

IREKS customers benefit from a comprehensive service package. With a strong Field Service, our global network of partner companies, attractive training courses and seminars, creative concepts for marketing and sales and manifold support in all questions regarding the bakery, we are at the side of the bakeries worldwide.

Why is the optimum care of our customers so important?

Because we are convinced that those bakeries which are best-prepared for the future are those which

- repeatedly have good ideas and thus further develop their own individual profile.
- have efficient processes available.
- bake and sell quality.

We would like to make our contribution to this. And in this way, IREKS is at the side of the customers on a daily basis with advice and help – for, progress is always better with combined efforts than alone!

SERVICE PACKAGE

Strong Field Service

More than 400 highly-qualified Field Service staff from 30 nations as providers of ideas, consultants and problem-solvers

Seminars & Training Courses

Practice-related and high-quality specialist seminars and training courses in the IREKS baking centres worldwide

Recipe development

International, country-specific or regional: fresh ideas for an individual and profitable range of products

Specialist literature

Bäckereitechnisches Handbuch, IREKS: The World of Baking, IREKS-ABC

Marketing

Professional advertising concepts for an attractive baked goods presentation in the shop



All our ideas and recipes would be worth nothing
if you did not exist – our partners.

Together we are strong –
then, **nOW**, in the future.

