



Case Study

HOBA BV

HOBA

Superior quality gear units for manufacturer of bread slicing, packaging and closing machines

HOBA BV designs, manufactures and supplies quality bread slicing, packaging and closing machines for (semi) commercial bakeries worldwide. With over fifty years of sector experience, they are a leading manufacturer of specialized slicing and packaging equipment.

HOBA began by maintaining bakery equipment in 1965. The company's founder designed a blower to open bags more easily. This popular device led to an increasing demand for a bread slicing machine, which became the next piece of equipment they designed.

Their next offerings included a frame slicer with vertical blades and the production of the well-known Kwik-Lok closing system. These days HOBA supplies a complete, automatic line for the slicing and packaging of bread and rolls.



“As an equipment manufacturer, what you want is quality. BEGE products are good, stable and never break. We've been using them for years.”

Ing. Johan Lammen
HOBA Co-Owner and Commercial Director

Slicing without waste



Holly HSA-5

One of HOBA's slicing machines is the Holly HSA-5 fully automatic bread slicer. During the design phase for this machine, HOBA was struggling with how to standardize the slicing of the loaves to minimize wastage.

On BEGE's recommendation, HOBA incorporated quality ATEK gear units in their machine. The two ATEK gear units are powered by a central main drive that uses the right angle gears to keep the two centering belts running in sync as they move the bread towards the blades.

Both units are fitted with lateral adjusters – one on each side – to allow for manual adjustment of the input width. That way the loaves are always perfectly centered as they pass through the blades. This results in optimal slices.

“We have collaborated with BEGE without a problem for years now. What we appreciate most is how they fulfill their commitments, the fast delivery, and the great value for money.”

Why HOBA opted for BEGE

- ✓ Smooth collaboration
- ✓ Close contact with BEGE's sales and sales engineers
- ✓ Inventory in Sassenheim so products are always available on demand
- ✓ Great value for money
- ✓ Stable product portfolio with quality products
- ✓ Care; products arrive in good order. They don't get tossed into a box with no consideration for defects or damage.

Flexible, fast delivery

HOBA manufacturing is done in-house as much as possible: the engineers assemble the machines in the shop, and they weld 40% of their frames in the welding room. To allow these processes to proceed smoothly, it's essential that parts are supplied quickly. BEGE keeps these parts in stock for HOBA in Sassenheim, ensuring the company receives deliveries quickly with less risk of bottlenecks. Johan Lammen: “Because we have our own in-house design department and do the manufacturing in our own shop, we can respond quickly and flexibly to customer demands. BEGE helps support this method of working.”



Customer-specific solutions

In addition to slicing, packaging and closing machines, HOBA also offers complete transport systems to supply and remove the bread and rolls. Other examples of projects include special soft gingerbread handling systems, cooling conveyors and pizza cutters.

HOBA is known for its willingness to think along with customers and search for appropriate solutions, always prioritizing quality. This matches BEGE's approach, ensuring a pleasant, harmonious partnership, as engineers from the two companies collaborate on new designs and flexible production.



Innovation

HOBA constantly develops and expands its product range to be able to offer its customers an optimum solution. Thanks to its extensive knowledge of and experience with the domestic and international market, HOBA designs machines to meet the most demanding engineering requirements.

A new model is currently in the works. As before, the design will incorporate BEGE's ATEK units.



Results

Thanks to BEGE components, HOBA can build customer-specific machines. The results in a nutshell:

- ✓ Years of continuity thanks to sturdy, reliable ATEK gear units
- ✓ Quality gear units for optimal slicing
- ✓ Low risk of malfunction or downtime
- ✓ Great relations between the two companies; commitments are always fulfilled and deliveries are made in good order; speedily and packed with care

About BEGE

Your Drive, Our (Trans)Mission since 1950

BEGE Power Transmission creates, optimises and maintains reliable drives so that your industrial company, large or small, can focus on its core business without any worries.

We offer comprehensive, intelligent drive systems to achieve efficient, productive installations with maximum continuity. The combination of our own production lines and the acquisition of Ströter makes BEGE your ideal partner for reliable and integrated drive systems. We value quality, efficiency and product and process innovation.

Expert in Your Sector

We build long-term relationships and focus on how our drive solutions can contribute as effectively as possible to making your aspirations a reality.

We combine drive technology expertise with knowledge of the specific sector. The result is fully integrated, customer-specific drive that increase the competitive advantage of our customers' production facilities in a wide range of sectors. We have the answers to today's challenges and tomorrow's needs in industrial production.



Food & Beverages

Food-safe, efficient and hygienic in humid environments.



Agriculture & Horticulture

Energy-efficient, powerful and cost-effective under harsh conditions.



Packaging & Logistics

Flexible, accurate and durable for high productivity.



Bulk & Solids

Sturdy and certified for a safe, productive environment.



Marine & Offshore

Corrosion-resistant and reliable in demanding or extreme situations.

Want to find out more?

Would you like to find out what BEGE can do for you?

[Contact us](#). We love sharing our knowledge.



BEGE develops and optimises sector-specific drive systems



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YOUR DRIVE
OUR TRANSMISSION