



The Bettcher Approach

Putting our customer at the center of everything we do.



BETTCHER

What does it take for one company to stand apart from others?

Is it being the pioneer in its industry?

Manufacturing the best quality, most reliable products available in its field?

Having a “customer-first” commitment to service and support?

It's usually a combination of all.



The Bettcher Approach

At Bettcher, these factors and more represent the essence of our business. We call it “The Bettcher Approach,” and it underscores a philosophy that emphasizes several important attributes:

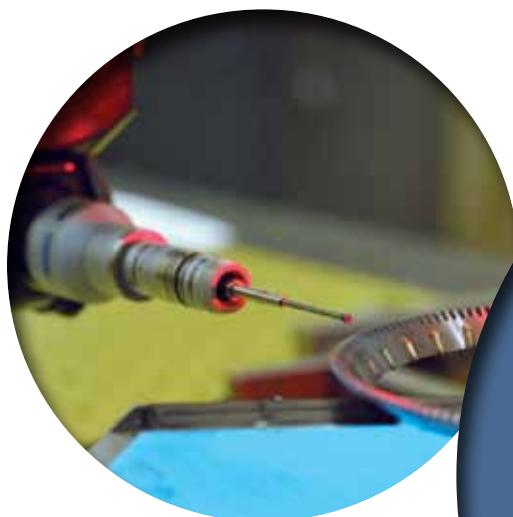
Value-driven innovation. Every product we develop and manufacture is rooted in delivering better utility, productivity and value to our customers. If it doesn't help meat processors do their jobs easier, smarter or more cost-effectively, it's not the focus of our energies.

Details make the difference. In meat and poultry processing, success is measured in incremental gains – those little production adjustments that add up to big dollar improvements. With our Whizard® Trimmers and blades, attention to even the smallest design and manufacturing details is what makes the difference between providing just an adequate product and one that makes a major impact.

An investment in people, not just machines. Technology is marvelous, but only if it's harnessed by highly trained, educated and proficient technicians. At Bettcher, the average tenure of our design, manufacturing and service staff is an impressive 14 years.

Delivering “best value.” Too often, suppliers promote their products as “low price,” but fail to account for the real cost of ownership long-term. At Bettcher, our goal is to deliver the lowest cost of ownership in *conjunction with* the highest yields and productivity. It's a winning combination that our customers love.

A true customer-first orientation. Many companies pay lip service to the customer. But how many commit to supporting a product throughout its entire life – providing ongoing service and support free of charge for as long as you own it? That's been our practice at Bettcher for decades.



The Bettcher Approach: What it means for you.

More than just a business philosophy, *The Bettcher Approach* delivers real benefits to your processing facilities ... in the form of higher meat yields, better productivity, lower maintenance cost and positive worker morale. And, most importantly, improved bottom line financial performance for your business.

65+ years of understanding trimmer technology translate into deep know-how in **product design and engineering.**

Becoming recognized as the industry's trusted innovator in blades and meat trimming equipment doesn't happen by accident. It comes from a decades-long commitment to listening to customers while advancing the technology to deliver progressively better-performing products.

How does product design and engineering happen at Bettcher?

Idea generation. We act on ideas that come from our customers ... from our yield specialists in the field ... and from employees in our plant.

Product feasibility, verification and validation. We utilize a stage-gate process that puts every idea through a rigorous step-by-step examination process.

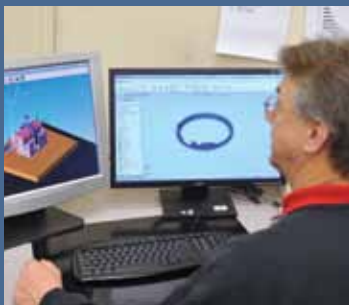
CAD design. Each product undergoes a thorough process that harnesses the power of digital technology to create a design that's the ultimate in precision.

3D modeling and prototyping. We operate our own model shop where prototype products are rendered in three-dimensional form for thorough evaluation.

Raw materials sourcing, testing and selection. Our engineers conduct rigorous testing on steel and other raw materials to ensure consistent top quality. Each of our suppliers must pass a battery of qualifications to be designated a Bettcher-certified supplier.

Product/reliability testing. Our in-house R&D department tests all prototype products for performance and durability before moving to a subsequent stage of in-field testing and evaluation.

Beta/Field testing. All Bettcher prototype products are subject to rigorous testing not only in our R&D labs, but also in "real-time" conditions at meat and poultry plants. Whenever a new Bettcher product is introduced to the market, it has already been thoroughly field-tested and vetted.





Our Quality Concept. At Bettcher, we believe that product quality should be “designed in” from the very start. We’ve made an investment in specialists who really know how our tools are used and bring years of experience to their design and development responsibilities.

“Quality can’t be compromised.” It’s a simple concept ... but one that many other companies fail to follow.

Field Test Sites. No matter how extensively products have been tested in the lab, nothing beats testing them in the challenging environment of meat and poultry facilities. There are more than a dozen pork, beef and poultry processing plants for field-testing products where they are subjected to the same tough challenges you encounter every day.

It’s our industry’s strongest “real-time” testing program – and you benefit from it.

Certified Sourcing: Another Bettcher Advantage. We’re one of few companies in our industry that insists on certified sourcing for every one of our raw materials suppliers.



Pilot manufacturing. During this phase of development, manufacturing procedures, processes and tools are tested for full-scale production. This includes the acquisition of specially designed precision molds, hundreds of which are used in the manufacture of Bettcher products and components.

Bettcher Design and Engineering: **What it means for you.**

The Bettcher Approach to design and engineering gives you the confidence of knowing that every one of our products delivers the added functionality, yield and productivity that will improve your plant’s bottom line performance.

The Bettcher Approach also ensures the peace of mind of knowing that every product design has been thoroughly tested for performance and durability before it ever enters your plant.

Proprietary manufacturing processes down to the smallest details guarantee quality products **first time ... every time.**

Top-notch product design and engineering mean little if manufacturing doesn't live up to the same rigorous standards of excellence. We've honed our commitment to precision manufacturing by implementing ISO-certified standards along with distinct manufacturing processes for every product we make.



How a **Bettcher** Blade is Made

What does it take to manufacture the world's best performing, most reliable and durable meat trimming blades? It's a multi-stage process that requires adherence to rigorous manufacturing standards. Here are some of the key steps:



Removing metal material using automated precision machining equipment shapes the blade.



Heat treating alters the physical properties of the metal to produce the desired characteristics: a stronger, tougher and cleaner blade.



ID/OD cylindrical grinding produces the desired finish on internal and external blade surfaces.



Gear teeth polishing is an important step to ensure that the complementary projections transmit force and motion in the most precise, smoothest manner possible.

How do we deliver precision manufacturing to you?

- We've established more than 50 proprietary manufacturing processes for our products and parts – more than any other company in our field.
- All manufacturing programs are downloaded to machines from a central computer mainframe, guaranteeing total accuracy.
- We exert complete control over manufacturing components. Our “make instead of buy” philosophy means we're not subject to the quality deviations or supply disruptions that plague other suppliers.
- Precision molds are a critical aspect of making the components that go into every Bettcher tool. Our multi-million dollar investment in mold technology ensures that our

molds meet rigorous standards of accuracy, tolerances and repeatable quality.

- We exert complete control over heat-treating our blades, housing chambers and other components that are in our Whizard® Trimmers and other tools, making them more durable, better-performing and longer-lasting than others.
- Machining and sintering operations are precisely controlled through robotic technology and automation of these critical processes for metal and polymer components.
- Precision blade sharpening and laser etching are critical final steps in ensuring delivery of the industry's finest consistent quality blades to you.

Bettcher Manufacturing:

What it means for you.

Every day, you depend on equipment and blades that directly affect your ability to drive revenue and profits to your bottom line.

Naturally, you want consistently top-quality, top-performing products. You want the confidence of knowing that all components fit together with precise tolerances for longer life and smoother operation – each and every time.

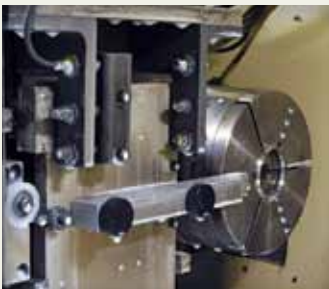
At Bettcher, our commitment to manufacturing excellence gives you that assurance – as well as a steady and reliable source of supply.



Not “Just Another Blade”

Bettcher manufactures more than 100 different Whizard® Trimmer blade models designed with unique angles, shapes and profiles that are matched to specific yield-enhancing applications.

These industry-leading products are built on 65+ years of input from customers and our own highly experienced yield specialists to deliver “the right blade for the right application.”



Sharpening the blade is accomplished using an automated process that guarantees the same precision result every time.



Laser etching uses advanced computer technology to mark each blade for precise identification purposes.



Each blade is carefully washed and dipped in a protective oil coating prior to packaging.



Our unique packaging procedures ensure that every Bettcher blade is shipped to the customer and ready for safe, secure storage until use.

A continuous focus on quality ensures that every Bettcher product does its intended job – **and does it well.**

For companies that choose to outsource manufacturing to third-party producers or international suppliers, quality sometimes gets short shrift.

Things are different at Bettcher. Here, quality assurance and quality control are more than just slogans. We take full ownership of the quality responsibility so that our customers can have complete confidence in our products.



How do we deliver quality?

Here are a few of the ways:

- A comprehensive quality plan and procedures are established for every part that goes into every product we make.
- More than 5,000 individual gauges are used for quality control and testing.
- We adhere to extremely tight tolerances and “repeatability” on all components.
- We offer special unique packaging for blades – an industry exclusive.

Proof that *The Bettcher Approach* to quality works is in the numbers: Item returns represent less than one half of one percent of everything we manufacture. And each one of those cases is studied carefully by our QC Team to implement corrective measures.

The industry pioneer ... and still the leader.

Bettcher’s heritage in the meat processing equipment industry dates back more than 65 years. We pioneered the industry’s first mechanically powered hand-held meat trimmer tool, and today our Whizard® Trimmers are delivering higher yields and profitability in meat and poultry plants throughout the world.

Our products are engineered and manufactured by one of the industry’s most highly skilled workforces, with the average tenure of Bettcher employees being 16 years.

Bettcher products have been recognized for their innovation and excellence through awards from organizations such as the Institute of Industrial Engineers, Salon International des Inventeurs (Brussels), and Concourse International d’Inventions (Paris).





When Quality Takes a Back Burner

Throughout our many decades of working with customers, we've witnessed what happens when product quality isn't given top priority. It shows itself in many ways – any of which negatively affects process operations and financial performance:

- **Trimmer vibration/chatter**
- **Tool lock-up**
- **Tool overheating**
- **More frequent blade sharpening**
- **More frequent tool servicing**
- **Excessive parts wear and replacement**
- **More process line downtime**
- **Lower meat yields**
- **Product contamination + increased scrap**
- **Lower productivity**
- **Carpal tunnel issues and musculoskeletal disorders**
- **Worker fatigue and low employee morale**



Bettcher Quality:

What it means for you.

Delivering top quality products and parts has a direct impact on your plant's operating performance, worker productivity and safety.

Thanks to the powerfully productive performance of Bettcher trimming tools, blades and other components, our meat processing customers capture added revenues and profits – revenues that often mean hundreds of thousands of dollars more per year.

Closing the loop with **customers.**

The customer is at the center of our existence here at Bettcher. Meeting their needs and solving their challenges are what inspire us to focus on innovation in the meat processing field.

- We're available to work with you in your facility. Our highly skilled and experienced yield specialists and technicians conduct tool audits, provide preventive maintenance, conduct operator training and equipment troubleshooting so that you get every ounce of benefit from your Bettcher equipment. And we do all of this at no charge to you.
- Each customer visit made by our technicians and yield specialists is outlined in a comprehensive field report. These field reports are reviewed by every level of management, ensuring that all customer needs, issues or concerns are noted and acted upon.
- Whether it's coming up with a new trimming application, designing a new blade or developing a completely new tool, we're constantly working on the "next new thing" in trimming capabilities.
- We're committed to providing the same strong level of support to customers no matter where they're located in the world. Everything we do and every commitment we make applies to every one of the more than 50 countries in which we do business.



Our Customer Focus:

What it means for you.

The Bettcher Approach is a true partnership with customers that enables us to deliver this powerful value proposition:

The lowest cost of ownership along with the highest yields and productivity.



The Bettcher Approach

*Putting our customer at the
center of everything we do.*





BETTCHER

www.bettcher.com

www.bettcher.com.br

www.bettcher.cn

sales@bettcher.com

