

# THE COMMUNITY NEWS

## SUMMARY

### CUSTOMER STORIES & APPLICATIONS

- Domino's Pizza and KPM Analytics.....3
- Food Safety, Foreign Material Detection.....4

### WHAT'S HAPPENING AT KPM ANALYTICS

- SiftAI® Robotic Sorter.....6
- Building Expertise: KPM Partner Trainings for Servicing vision.....9
- 2 Major Documents Available Now: KPM Inspection & Test Solutions Catalog Edition 2 and KPM Grain, Milling, Baking & Snack Foods Brochure.....10
- CD1 Mill and LabMill, Two Laboratory Mills With Different But Complementary Ambitions.....11
- Exciting Updates to the KPM Analytics Blog.....13
- Previewing 2025 Events.....14
- Marketing Activities.....16

@ For more information, please contact: [marketing@kpmanalytics.com](mailto:marketing@kpmanalytics.com)

## 2024: A YEAR OF GROWTH AND INNOVATION AT KPM

Dear Friends,

Does it feel like time is moving faster these days? Perhaps it's the relentless pace of innovation—or maybe AI has truly transformed how quickly we get things done. It seems like just yesterday we were planning for 2024, and now the year has already ended.

Reflecting on this past year fills me with immense gratitude and joy. 2024 has been nothing short of remarkable, no matter how you look at it. It's a year marked by significant milestones, groundbreaking achievements, and incredible teamwork. Thanks to your dedication and hard work, we've accomplished so much together.

Here are some of the highlights that made this year truly special:

### 1. Outstanding Growth

We achieved remarkable booking results with significant year-over-year growth across all our brands. Key areas like the bakery and protein markets, as well as large commercial testing labs, have seen exceptional progress. These results highlight the strength of our solutions and the trust our customers place in us.

### 2. Innovation in Products

This achievement highlights KPM's unwavering commitment to innovation and would not have been possible without the exceptional efforts of our engineering, operations, applications, product management, and marketing teams. A heartfelt thank you to everyone involved!

In addition, we strengthened our investment in AI by relocating our Orem, Utah, team to a new facility designed to support future growth. This strategic move positions us to continue leading the way in AI-powered vision technology for food safety inspection, paving the path for even greater advancements.

### 3. Expanded NIR Library

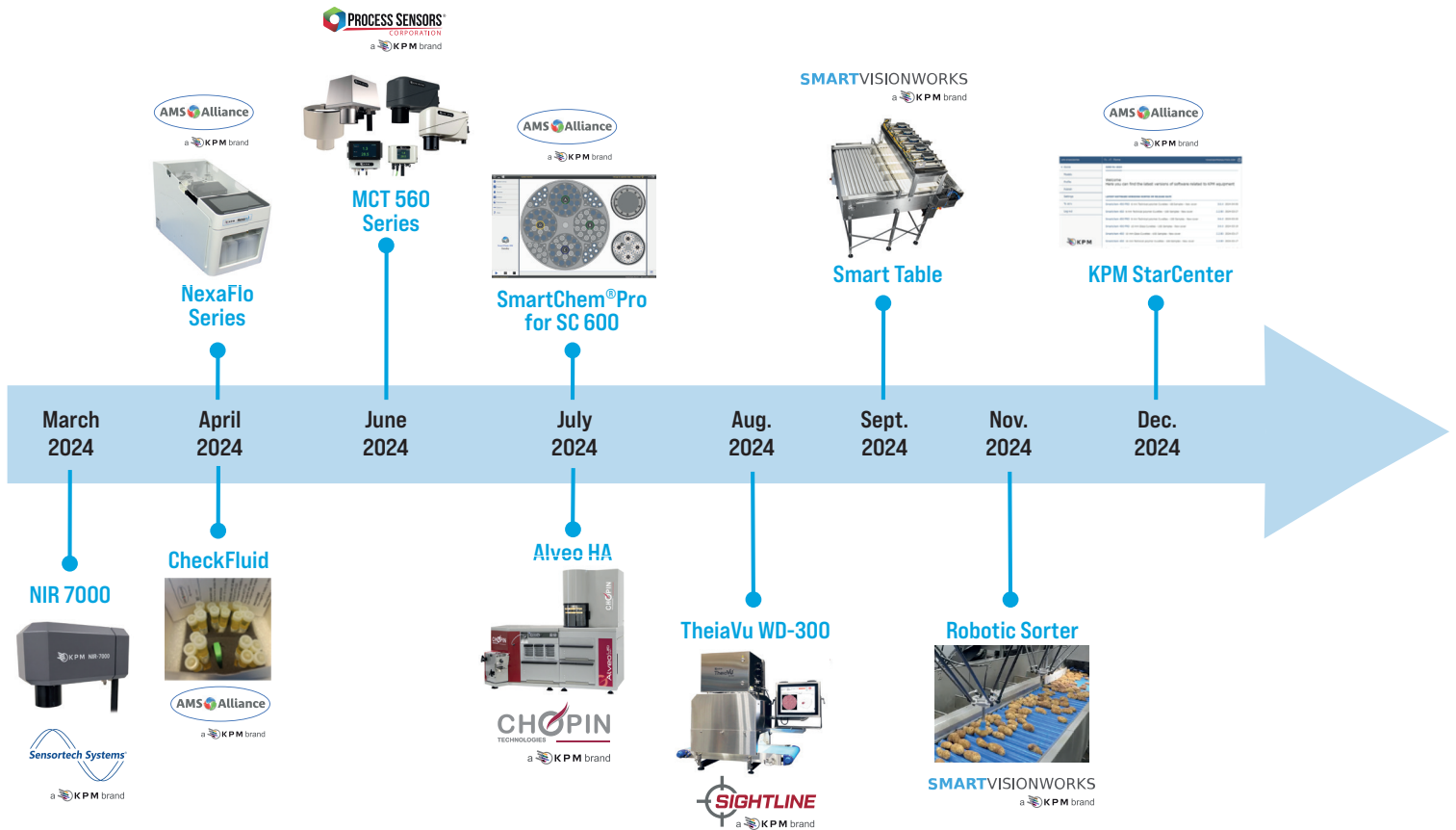
Our NIR applications team accomplished incredible work this year, growing the SpectraStar library by 50% with the addition of over 150 new NIR calibrations. These advancements further strengthen our capabilities and add value for our customers. As a result, SpectraStar orders increased by more than 30% compared to last year—a true testament to the collaboration of our sales, applications, marketing teams, and partners worldwide.

### 4. Global Reach Through Seminars

The CHOPIN seminars, led by Arnaud Dubat and supported by our CHOPIN partners, reached 250+ participants across the globe in Greece, Spain, El Salvador, Colombia, and South Africa. These face-to-face interactions with industry experts helped us emphasize the importance of improving bakery quality control through our CHOPIN Technology brand product line. A special thank you to Arnaud Dubat for his tireless efforts in promoting KPM Analytics technology worldwide—our customers are taking notice!



# KPM ANALYTICS PRODUCT LAUNCHES



## 5. A Fruitful Year for Marketing

Our marketing team had another highly productive year, marked by:

- Launching a brand-new website with improved solution navigation and engaging blogs.
- Completing a comprehensive series of KPM solution brochures tailored by industry.
- Producing updated datasheets, supporting product launches, running impactful campaigns, and executing many successful tradeshow events.

For more details, check out the [Marketing by Numbers](#) article in this newsletter. Kudos to the KPM marketing team for their outstanding contributions!

## Moving Forward Together

There's so much more I could mention, but I've quickly run out of space! These accomplishments stand as a testament to the dedication, collaboration, and hard work of every member of the KPM global team and our partners.

Together, we've not only met but exceeded expectations, building a strong foundation for the future.

As we look forward to 2025, I'm energized by the opportunities that lie ahead. Let's continue to innovate, collaborate, and strive for excellence in all that we do.

Thank you for your hard work and unwavering commitment. Wishing you and your families a joyful holiday season and a prosperous new year!

Warm regards,

» Yuegang Zhao,  
Chief Commercial Officer



## DOMINO'S PIZZA AND KPM ANALYTICS: A PARTNERSHIP BUILT ON QUALITY



### A Perfect Dough, Tested And Approved:

The Mixolab 2 Ensuring Quality  
at Domino's Pizza France

[Read our article](#)



» *By Delphine Cornic, Marketing Manager*

We are thrilled to share the success of our ongoing partnership with Domino's Pizza, a global leader in the pizza industry. With over 20,000 franchise locations worldwide, Domino's commitment to delivering high-quality products to its customers is unwavering.

At the heart of their operations in France and the Netherlands is the Mixolab 2, our advanced dough analysis tool. By incorporating the Mixolab 2 into their quality control processes, Domino's has significantly enhanced its ability to monitor and maintain the exceptional consistency of their pizza dough. Whether it's adjusting hydration levels or optimizing yeast quantities based on seasonal changes, Domino's relies on the Mixolab 2 to ensure that every pizza delivers the signature taste and texture their customers love.

We are proud that Domino's has placed its trust in KPM Analytics and the Mixolab 2 to help them uphold their high standards. This collaboration not only showcases the power of precise data-driven tools but also reinforces the importance of innovation in maintaining top-tier quality in food production.

We look forward to continuing this fruitful partnership and supporting Domino's Pizza in delivering excellence to every customer, every day.

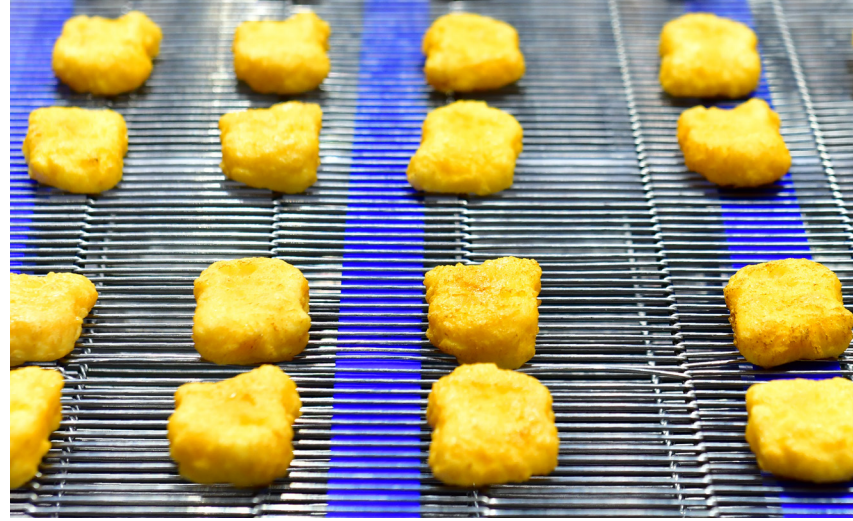
Full access to the article: <https://www.kpmanalytics.com/success-stories/dominos-pizza-an-unwavering-commitment-to-quality>

The Domino's Pizza Success Story article, while not a detailed case study, is a valuable tool for sales discussions. It highlights Domino's reliance on the Mixolab 2 to standardize and enhance dough quality controls, showcasing the equipment's credibility and reliability. This example can help initiate conversations about prospects' challenges.

It also builds confidence by demonstrating Domino's successful transition to data-driven analysis, supported by KPM's training and support, even without an on-site lab. Domino's success reinforces the Mixolab 2's value in achieving consistent flour quality and superior product performance.



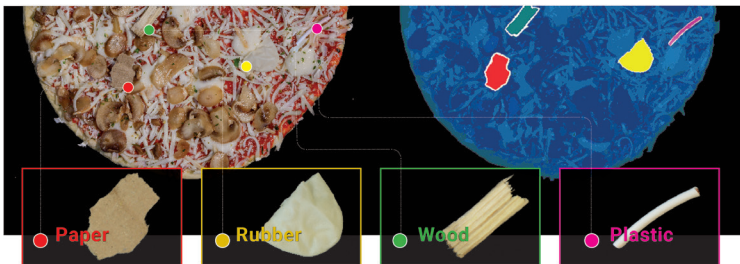
# FOOD SAFETY, FOREIGN MATERIAL DETECTION DEMANDS GENERATE OPPORTUNITIES FOR KPM TECHNOLOGIES



» *By Andreas Bregler, Vice President of Global Sales*

In my travels, whether visiting a meat processing company or a major bakery brand, many of our customers share a similar daily concern about their operations: food safety control and, in particular, in-line foreign material detection. As production methods have become more automated, the opportunities for unwanted foreign materials to enter the product stream unnoticed by operators and inspectors have increased. The stakes are too high for companies to rely solely on manual human inspection to rid these foreign materials of their process with high reliability.

Many food manufacturing facilities incorporate methods for detecting foreign materials on a production line, such as X-ray systems and metal detectors. However, while effective for detecting dense objects, these technologies struggle with soft foreign materials like paper, films, clear plastic, wood, and many others that all pose the same food safety and recall potentials.



*Soft foreign materials like these often go unnoticed by X-rays and similar inspection technologies. However, KPM's AI-driven systems are well-equipped to detect these anomalies before they can harm production equipment or the public.*

Pressures from food safety regulatory agencies are not the only challenges food production companies face when it comes to controlling foreign material detection. Their customers—especially Quick-Serve Restaurant (QSR) brands—now require them to prove their foreign material detection methods as part of their business agreement.

The average cost of a protocol recall can vary widely depending on the industry and scale of the recall. For example, a study by the Food Marketing Institute and the Grocery Manufacturers Association (now known as the Consumer Brands Association) estimates that the **direct costs of a recall can average anywhere between \$10 million and \$30 million**. This estimate includes the cost related to notifying consumers and retailers, pulling the product from shelves, destroying contaminated products, and managing public relations.

However, indirect costs such as lawsuits, decreased sales, brand damage, share price losses, and increased insurance premiums can significantly increase the fiscal impact. A recent Harris poll revealed that 55% of consumers said they would switch brands, even temporarily, if a company faced a recall. The costs can escalate to hundreds of millions of dollars for significant recalls or those involving high-profile products and brands.

This emerging global food industry trend offers several new opportunities for us to capitalize with our unique AI-driven inspection solutions.



## Opportunities for Foreign Material (FM) Detection in Meat & Poultry Processing

Our recent experience with a European-based poultry producer showed how quickly foreign material detection sales discussions can escalate. The company initially struggled to detect pieces of plastic during the line's forming process. In general, quick-serve restaurant (QSR) brands are placing more pressure on their suppliers to ensure better protection against foreign materials in their products.

Plastic goes unnoticed by metal detectors, which led them to explore advanced vision inspection technologies, leading them to KPM Analytics.

KPM worked with the company to install a foreign material detection vision system with a configuration to scan products at more than 80 objects per second. After some early success, discussions have already begun to move this vision application into a global rollout across the company.

Similar applications are also being discussed earlier in their process (at animal slaughter and primary processing), enabling comprehensive food safety and quality assurance.

In this situation, the customer drove the application opportunity. They quickly saw how our advanced inspection technologies could extend to several stages throughout their processing line.

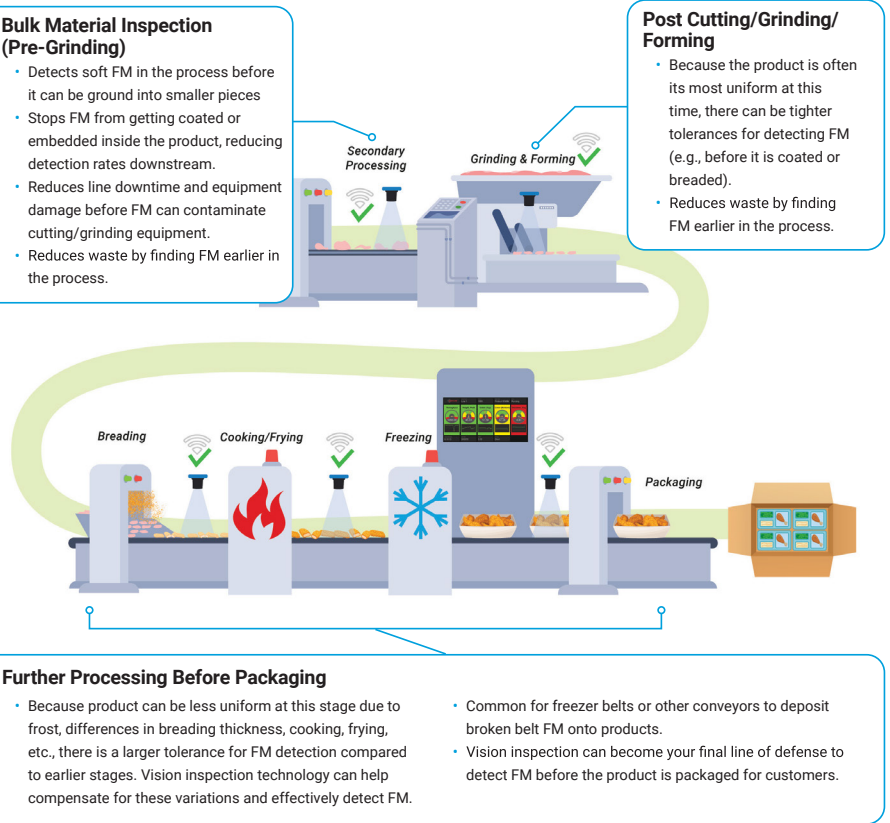
### Use Foreign Material Detection as a Conversation Starter with Your Customers



Production process control and food quality have always been at the forefront of KPM Analytics. Our in-line, at-line, and lab-ready technologies offer a wide range of solutions to help food companies manage quality everywhere it matters in their process. The SiftAI® Foreign Material Detection System shown here inspects raw beef trim for potentially hazardous foreign materials.

#### Bulk Material Inspection (Pre-Grinding)

- Detects soft FM in the process before it can be ground into smaller pieces
- Stops FM from getting coated or embedded inside the product, reducing detection rates downstream.
- Reduces line downtime and equipment damage before FM can contaminate cutting/grinding equipment.
- Reduces waste by finding FM earlier in the process.



#### Post Cutting/Grinding/Forming

- Because the product is often its most uniform at this time, there can be tighter tolerances for detecting FM (e.g., before it is coated or breaded).
- Reduces waste by finding FM earlier in the process.

#### Further Processing Before Packaging

- Because product can be less uniform at this stage due to frost, differences in breading thickness, cooking, frying, etc., there is a larger tolerance for FM detection compared to earlier stages. Vision inspection technology can help compensate for these variations and effectively detect FM.
- Common for freezer belts or other conveyors to deposit broken belt FM onto products.
- Vision inspection can become your final line of defense to detect FM before the product is packaged for customers.

Helping companies manage food safety challenges is an integral part of the complete quality assurance product portfolio we at KPM can offer food producers. From chicken patty manufacturers to baguette bakers, no food production facility is immune to the potential foreign material hazards that can enter their process stream.

The good news for you is that the technologies we already have available for inspecting products for visual quality traits also have functions for detecting challenging foreign materials from product surfaces.

Between our [SiftAI® Foreign Material Detection System](#) for bulk meat processing and our [P-Series In-Line Vision Inspection System](#) for detecting foreign materials in secondary production processes (product forming, pre- and post-cooking, and final inspection before packaging), we offer a complete range of solutions to help meat & poultry processors ensure safe protein products.

Then, for bakery operations, the [Q-Bake In-Line Vision Inspection System](#), whether used to detect foreign materials at various points of the production process or final product inspection before packaging, provides 100% inspection of products and detects challenging foreign materials at full-line speeds.

With KPM's highly accurate and AI-driven foreign material detection technologies, you can take command of the food safety conversation with customers with proven solutions to their specific challenges. As always, I am at your service to assist in these discussions.

# SIFTAI® ROBOTIC SORTER: THE POTATO INDUSTRY'S FIRST FULLY AUTOMATED SYSTEM FOR INSPECTION & SORTING

INTRODUCING  
**SiftAI®**  
ROBOTIC SORTER

Labor-Saving Inspection  
Powered by AI



» By Andy Dambeck, Marketing Manager

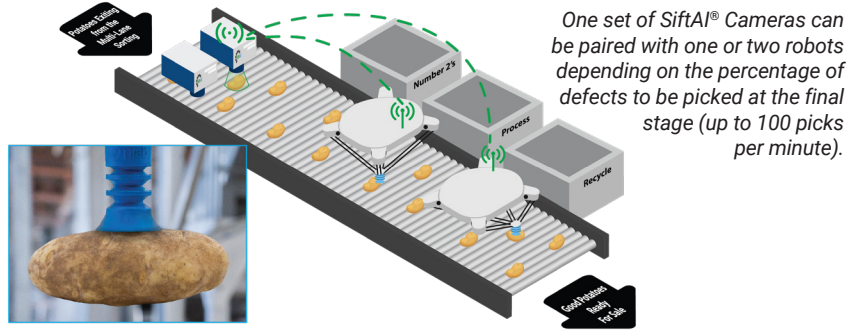
As every potato processor will tell you, there is no such thing as a bad potato. There are, however, unique grades of potatoes that have specific customers and end users. The types of potatoes we most often see at our supermarkets and restaurants are commonly called "Fresh-Pack Potatoes." Fresh-pack potatoes have a specific size and shape and are typically free from defects or other visual characteristics that may be unappealing to consumers. Therefore, careful and consistent inspection for fresh-pack potatoes is necessary to ensure happy customers and eliminate chargebacks.

Even when potato sheds and processing facilities are adequately staffed, defects still reach customers, and acceptable potatoes are wasted. Over time, these mistakes can affect profitability and slow operations. Now, for the first time, a robotic sorter is available to automate final inspection, ensuring accurate grading, increasing profits, and allowing managers to redeploy scarce workers to other tasks.

The [SiftAI® Robotic Sorter](#) combines a delta robot with an AI-based vision inspection system. Each system is programmed with AI models for overall potato size and shape or presence of defects like bruises, cracks, percent green, and other cosmetic features. Installed over a roller table, the SiftAI cameras collect images of all sides of the potato. For any potatoes that grade outside the AI model's acceptance criteria, the system triggers the robotic arm to pick up and remove the potato from the product stream at rates between 80-100 picks per minute with two-robot system configurations.

The SiftAI® Robotic Sorter inspects potatoes with the same dexterity and speed as a human inspector but with much higher accuracy that increases profitability and reduces customer chargebacks.

For perspective, as per limits set by the U.S. Department of Agriculture, the industry goal is to have no more than 5% of defective potatoes reaching customers. Other nations and regions may have more lenient or strict requirements. What's more, human inspectors typically



discard 10 to 20% of acceptable potatoes, reducing profits. In beta testing, the new AI-enabled Robotic Sorter dramatically reduced the percentage of missed defects and misgraded potatoes. Adding increased profitability to the labor savings, the financial impact of automation is significant. The investment pays for itself in fewer than two years.

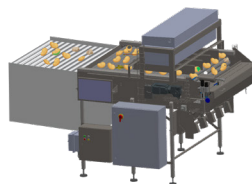
## Advanced AI Technology

The system's high accuracy is possible because its technology is not like the basic AI commonly used by other vision inspection systems. Instead, the system uses AI built on 12 years of development by AI scientists and years of experience in the potato industry. Unlike systems that use optical scanners, the SiftAI system takes a full digital image and runs it through a neural network.

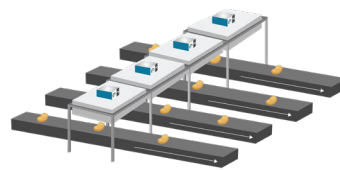
## An Important Part to Complete Potato Processing Quality Control

The SiftAI Robotic Sorter, along with the SiftAI Smart Table and Multi-Lane Sorting systems, provides the final AI-driven step for potato sheds to safeguard their operations from the moment potatoes enter the facility until they are packed for the customer.

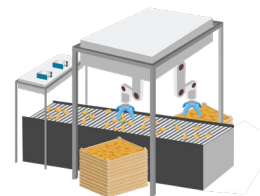
### PRE-SORTING → LANE SORTING → FINAL INSPECTION



SiftAI® Smart Table



SiftAI® Multi-Lane Sorting



SiftAI® Robotic Sorter OR  
SiftAI® Smart Table

We hope you share our excitement for our new product. Please keep your sales manager posted on opportunities with potato processors in your area.

# BUILDING EXPERTISE: KPM PARTNER TRAININGS FOR SERVICING VISION, NIR PRODUCTS SHAPE FUTURE CUSTOMER SUCCESSES



» *By Andy Dambeck, Marketing Manager*

At KPM Analytics, providing exceptional service is just as important as delivering high-quality equipment. To achieve this, we invest in training our distributor partners to ensure they are fully equipped to serve our products with confidence and expertise. By empowering our partners with in-depth knowledge of our equipment, troubleshooting techniques, and maintenance protocols, we strengthen their ability to support customers effectively in their local areas.

Last quarter, we held two comprehensive distributor training sessions to help create a network of skilled professionals prepared to address challenges and seize opportunities in their markets. Together, we ensure that our equipment performs optimally and our customers thrive.

## Bringing Vision Inspection Servicing into Focus

Our first training session during the last week of October brought us to Ottawa, Ontario, at the Sightline Process Control headquarters. The training was led by Senior Technical Solutions Director Jon Gilchrist and the Sightline team, along with Business Development Director Andrew McGhie representing EyePro vision inspection systems for baking and snack foods in attendance. Several new developments have occurred across our entire vision inspection product line in recent years.

Now was the perfect opportunity to share the latest with our distributor partners and set them up for success.



*Jon Gilchrist, Technical Solutions Director for Non-Bakery Vision Systems, discusses some new features within the measura® 4 Software Suite, which is available for the P-Series Vision Inspection System for Protein, Meats, and Poultry.*



*Members from Tecno Empaques (Mexico), Pensalab (Brazil), Medley (Turkey), ACR Interation (Thailand), and Inspection Systems Pty (Australia) attended the Ottawa training*

## Maintaining SpectraStar & In-Process NIR Instruments Inside & Out

One week after the Ottawa training, more partners and KPM Service Technicians gathered at our Westborough, USA headquarters for a week-long training on preventive maintenance, troubleshooting, and common repairs for our SpectraStar XT™ Series benchtop NIR product line.

Attendees were also provided with an in-depth overview of UScan™ Software for SpectraStar. These sessions were led by Senior Applications Engineer Casey Thomson and Applied Technology Manager Gordon Pfeiffer, along with other KPM Analytics employees who lent their experience and expertise.

The week finished with similar training on MCT Series In-Process NIR instruments led by Senior Product Director Chris Pike.



*We thank visitors from Tecno Empaques (Mexico), Pensalab (Brazil), Purifluidos (Ecuador), and Ancoltec Soluciones Industriales (Mexico) for their attendance.*



Through these comprehensive training sessions, we create a network of skilled professionals prepared to address challenges and seize opportunities in their markets. This approach reinforces KPM Analytics' commitment to supporting customers wherever they are while fostering long-term relationships with our partners. Together, we ensure that our equipment performs optimally and our customers thrive.

We look forward to sharing more training opportunities with you this year and keeping the momentum going.





# KPM ANALYTICS OPENS CUTTING-EDGE AI INSPECTION DIVISION OFFICE TO DRIVE INNOVATION



» By Andy Dambeck, Marketing Manager

*The large state-of-the-art facility allows the company to expand product and application research and customer support for the SiftAI® Artificial Intelligence vision system product line.*

As we strive to support our customers with advanced food safety and quality assurance technologies, we are proud to announce the opening of our new office dedicated to artificial intelligence (AI) product development, sales, and customer service.

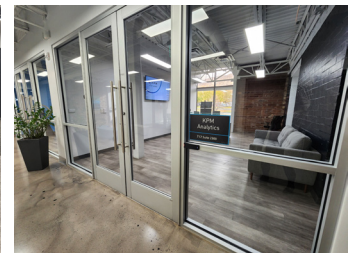
Located at 717 Timpanogos Parkway, Suite 2300, in Orem, Utah, the 8,200 sq ft facility becomes the home to KPM Analytics employees supporting the Smart Vision Works product brand and the SiftAI® Artificial Intelligence technologies for food quality grading, sizing, sorting, and foreign material detection systems. The new office includes up to 65 workspaces and is a significant upgrade to the division's previous location, which was also in Orem. It allows the team to advance research and development for vision systems, including artificial intelligence models and software and hardware development, along with sales, marketing, and customer support.

## AI is transforming the entire food and agricultural processing industry

Organic food items have inherent irregularities and variations that require more complex computer vision systems to grade, size, and sort products accurately while also identifying potentially harmful foreign materials from the process line. KPM Analytics, through the Smart Vision Works brand, is at the forefront of this transformation through its robust line of proven AI-powered technologies that protect companies' profits, brands, and loyal consumers.

The new AI Inspection Systems office symbolizes our focus on transforming the food production industry with intelligent technologies. As the core technology to

enhance our vision inspection offerings, the team also supports our vision inspection product lines for bakery, snack food, and protein products for the Sightline Process Control and EyePro System product brands.



"The new office represents our commitment to growth and positions us at the forefront of AI innovation for quality inspection and food safety," says KPM Analytics' CEO Brian Mitchell.

"The additional space and amenities will allow us attract world class talent to continue to lead in the application of AI capability to help food processors achieve greater throughput and process control while simultaneously enhancing food safety."

The new office location joins KPM Analytics' 11 other manufacturing, sales, and support offices worldwide. Congratulations to the Smart Vision Works team on the successful move.

## 2 MAJOR DOCUMENTS AVAILABLE NOW: KPM INSPECTION & TEST SOLUTIONS CATALOG EDITION 2 AND KPM GRAIN, MILLING, BAKING & SNACK FOODS BROCHURE



» By Andy Dambeck and Delphine Cornic, Marketing Managers

### A NEW KPM Inspection & Test Solutions Catalog Edition 2

Towards the end of 2023, we introduced Edition 1 of the KPM Analytics Inspection & Test Solutions Catalog. This 24-page document was created in response to feedback from our sales and distributor partners. They requested a straightforward resource to demonstrate how and where our technologies can be applied in their processes. For the first time in KPM Analytics' history, we had a comprehensive document to showcase solutions for addressing our customers' quality assurance and food safety challenges effectively.

As many of you have followed, 2024 was a very busy year for new product launches and updates across all KPM Analytics product brands. Additionally, with rebranding efforts among our in-process NIR products and a new strategic focus for our different vision inspection system offerings, our original Inspection & Test Solutions Catalog quickly needed to be updated.

In November 2024, we introduced Edition 2 of the KPM Analytics Inspection & Test Solutions Catalog, which includes our most current products and re-emphasizes our core customers in food and agriculture.

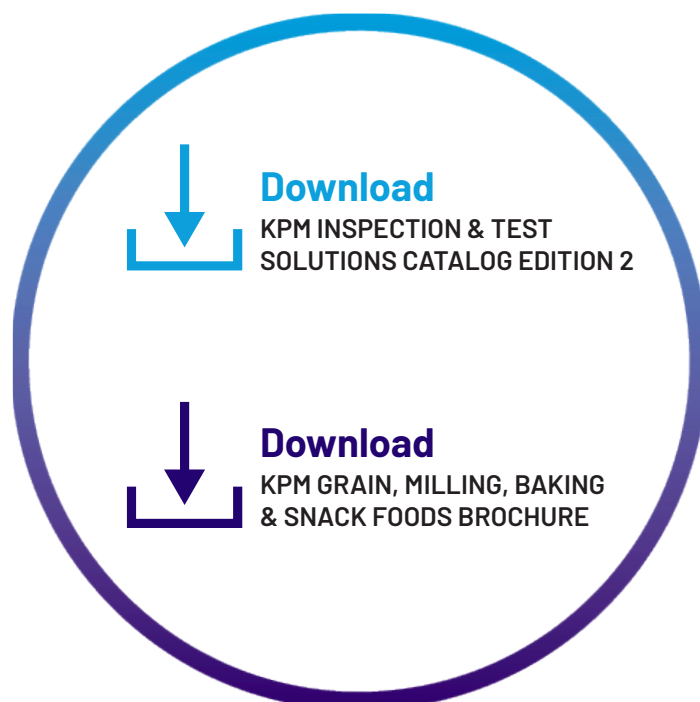
### A NEW industry brochure: KPM Grain, Milling, Baking & Snack Foods BROCHURE

Edition 1 of the KPM Inspection & Test Solutions catalog became the starting point for the introduction of several new industry-specific brochures we released over the past year, including brochures for [Wet Chemistry](#), [Industrial Products](#), and [Protein/Meat Food Products](#).

The latest edition, distributed at the beginning of December, brings together our solutions for the Grain, milling, baking and snack foods industries. Another industry-specific brochure, focused on fresh produce processors, will be joining the KPM content library in the coming weeks.

We hope you find these documents useful in your customer discussions.

Please get in touch with the KPM Analytics Marketing Team at [marketing@kpmanalytics.com](mailto:marketing@kpmanalytics.com) for translation requests on any of these documents.



## CD1 MILL AND LABMILL, TWO LABORATORY MILLS WITH DIFFERENT BUT COMPLEMENTARY AMBITIONS



» *By Olivier Le Brun, Product & Application Specialist*

The transformation of wheat into flour is a prerequisite for numerous laboratory analyses (Alveograph, Mixolab, Farinograph, etc.) and manufacturing processes (breads, cookies, etc.). This stage is crucial, as it significantly impacts the quality of the produced flours, and consequently the relevance of the subsequent analyses.

While various tools – such as coffee mills and hammer mills – can process wheat into flour, only **laboratory mills** can produce purified **flours** (sometimes called white flours) **representative** of industrial milling. These laboratory mills simulate the operation of industrial mills on a reduced scale. Like industrial mills, they combine a series of fractionations (reduction in size by crushing between two cylinders) and sieving (granulometric classification) to separate the wheat's flouy kernel (endosperm) from the husks.

Of course, to produce flour representative of an industrial milling process, a laboratory mill worthy of the name must respect the fundamental principles of milling. In particular, it must have a grinding section on grooved cylinders and a reduction section on smooth cylinders, separated by at least one sifting phase.

The product range of KPM Analytics under the CHOPIN Technologies brand includes two mills: the **CD1 Mill** and the **LabMill**. These two mills are, of course, fully in line with the concept of laboratory mills as defined above. However, they are each designed to meet a different need and use:

- The **CD1 Mill** is designed to **compare** the qualities of grain batches and thus secure commercial transactions.
- The **LabMill** is designed to **understand** grain potential in milling and breadmaking



### CD1 Mill STANDARD LABORATORY MILL



**The CD1 Mill, a reference laboratory mill, is the ideal tool for comparison.**

By its very design, based on a fixed, optimized milling diagram (long enough to produce a flour representative of an industrial milling process, short enough and non-modifiable to limit variation factors from one milling process to another and from one machine to another), the CD1 Mill is a highly repeatable and reproducible mill. As a result, the quality of the flour produced is influenced only by the quality of the wheat tested (and its conditioning - see box), and not by the milling equipment used to produce it.

CD1 Mill is therefore an indispensable tool for all players in the wheat industry wishing to evaluate and compare the rheological qualities (Alveo, Farino, Extenso, etc.) of grain batches, in order to secure customer-supplier relations and commercial contracts that include quality criteria.

The CD1 Mill is the only mill compliant with the NF EN ISO 27971 standard conducting Alveograph tests on wheat.

## LabMill PILOT PRODUCTION MILL



### The LabMill pilot mill is the ideal tool for understanding and taking action.

The LabMill has a longer milling diagram (more cylinders, more sieves) and is more flexible (adjustment of number of passes, feed speeds, cylinder and sieve settings, etc.) than the CD1. It thus provides a more precise view of the milling value (flour quantity: potential yield, distribution of different flours, etc.) and baking value (flour quality) of a wheat, making it the ideal tool for millers wishing to anticipate the milling behavior of the wheat they buy, or to optimize their production process.

The LabMill's longer grinding diagram also enables it to achieve higher extraction rates, giving it two advantages:

- It obtains a greater quantity of flour for the same quantity of wheat used. This can be crucial for users who have to carry out numerous analyses (Alveo, Farino, bread-making, etc.) on the same batch of wheat.
- It obtains a flour that is even more representative of industrial mills (notably by recovering proteins and enzymes from the most peripheral layers of the grain, such as the aleurone layer). These flours are ideal for users wishing to carry out long tests (e.g. bread-making tests, evaluation of the addition of exogenous enzymes, etc.) in which the enzymatic component of the carrier flour plays a major role.

Last but not least, the LabMill is a manually operated mill. It provides easy access to all the intermediate milling products (semolina, middlings, bran) associated with each cylinder passage, making it the ideal instrument for schools and universities looking for both :

- A highly educational tool, providing future milling professionals with a practical and straightforward understanding of the complex world of flour milling
- A flexible tool for adapting to your research needs and requirements

### Conclusion

A key stage in many laboratory analyses and processes, the transformation of wheat into flour must be carried out under controlled conditions, using appropriate tools. With the CD1 Mill and LabMill, KPM Analytics offers a complete and complementary range of mills capable of meeting the two main objectives of laboratory milling: COMPARE and UNDERSTAND.

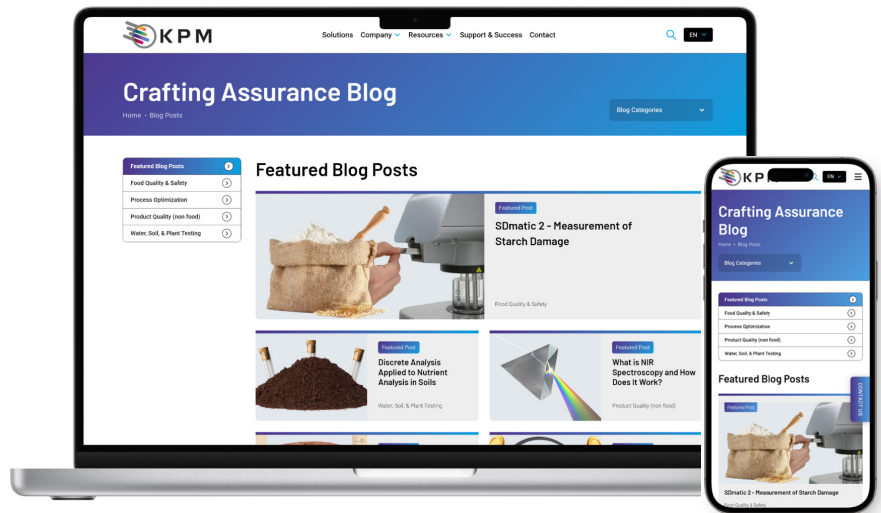
**PS: To find out more, register now for the next Baker & Miller Educational webinar "Preparing Production Representative Flours with Efficient Lab Milling Tools"**  
<https://www.kpmanalytics.com/plp/baker-miller-educational-webinar-series>

### WHEAT PREPARATION

As with any mill, the quantity and quality of the flour produced by a Laboratory Mill or Pilot Mill also depend to a large extent on the way in which the wheat is prepared. Wheat preparation includes cleaning (removal of all elements liable to damage the mill or alter the quality of the flour produced) and conditioning (target hydration level and resting time).



# EXCITING UPDATES TO THE KPM ANALYTICS BLOG



» By Tammy Morrison, Marketing Manager

We are thrilled to announce a significant redesign of the KPM Analytics blog on our corporate website. Since its launch on November 7, 2024, the blog has undergone a major transformation to improve usability and enhance user experience.

## Streamlined Structure

The new blog layout consolidates all posts onto a single page, organized into four main categories:

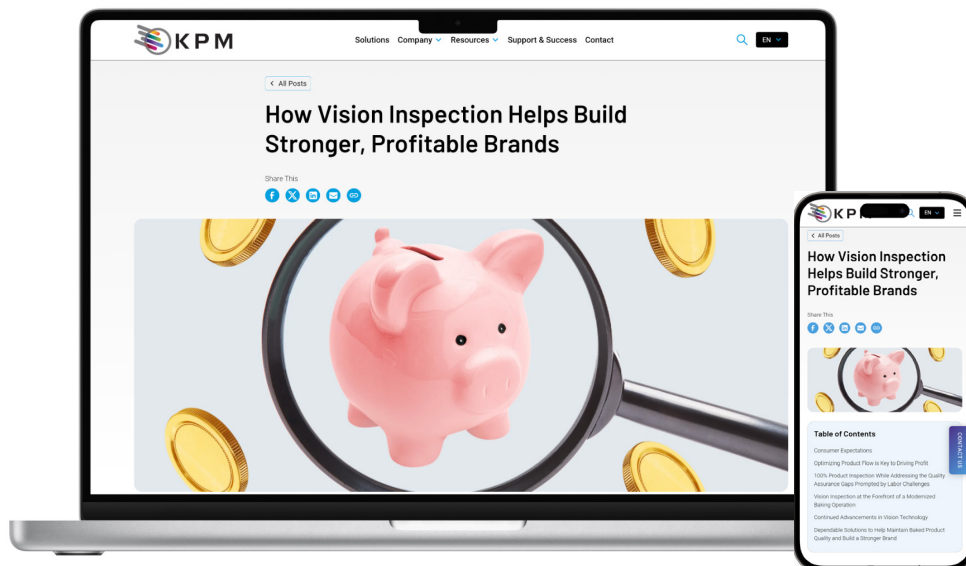
- Food Quality and Safety
- Process Optimization
- Product Quality (Non-Food)
- Water, Soil & Plant Testing

Each category showcases up to eight related posts on the main blog page, with a convenient link to explore additional content on newly created category pages.

## Enhanced Navigation

On the new category pages, you can filter posts by topic using a sidebar menu of related tags, making finding articles related to your interests easier. Whether you're interested in food safety innovations or advancements in soil testing, the updated structure ensures a seamless browsing experience.

With these updates, the blog aligns with best practices and better serves the needs and interests of our audience. Please take some time to explore the updates and see how KPM Analytics continues to focus on delivering practical solutions and insights that support quality and efficiency across the industries we serve!



# PREVIEWING 2025 EVENTS: INNOVATION, CONNECTION, AND OPPORTUNITY WITH KPM ANALYTICS



» *By Andy Dambeck, Marketing Manager*

The 2025 KPM Analytics events calendar is filled with chances to showcase our latest innovations, exchange ideas, and strengthen relationships across the industries we serve. It is an especially unique year for industry tradeshows and events, particularly for our products and brands that serve the baking and snack food industry. Here are some of the marquee events we will attend this year.

## International Production & Processing Expo 2025

**Booth: C16189**

28<sup>th</sup>-30<sup>th</sup> January | Atlanta, GA USA



As the world's largest annual meat, poultry, and animal food industry event, IPPE attendees include many domestic and international decision-makers seeking solutions to manage food quality and safety throughout their processes.

IPPE was a significant show for KPM Analytics last year, where we unveiled the P-Series In-Line Vision Inspection System for protein products and marked the first time we showcased the Smart Vision Works within the KPM Analytics' family of products.

We are going even bigger at IPPE 2025. This year's booth will include a closed-loop conveyor system that integrates a SiftAI® Artificial Intelligence System with a P-Series to demonstrate how these two complementary technologies can work together to fortify foreign material detection efforts and command quality at critical production phases.

## IFFA 2025

**Booth: F11 – Hall 11.0**

3<sup>rd</sup>-8<sup>th</sup> May | Frankfurt, GERMANY



IFFA is a leading international trade fair for the meat and protein industry. Although smaller in scale compared to the IPPE in the USA, with about half the number of exhibitors, IFFA attracts a significantly larger visitor base—over 60% more—representing more than 130 countries, underscoring its global reach.

Held every three years in Frankfurt, Germany, the next edition will take place from May 3<sup>rd</sup> to May 8<sup>th</sup>, 2025. This event covers the entire market related to the processing, packaging, and commercialization of meat and alternative proteins, providing a global platform for innovation and networking in the food industry.

This year marks our debut at IFFA, and we are eager to showcase KPM's innovative solutions to the market. While starting with a modest 20m<sup>2</sup> stand, we have the ambitious goal of demonstrating the value and impact of our technologies to industry professionals. We are thrilled to contribute to this prestigious event and engage with experts from around the globe.

## Iba 2025

Booth: Hall 11 / F38

18<sup>th</sup>-22<sup>th</sup> May | Düsseldorf, Germany



iba returns in 2025 after a two-year break, offering an international platform for exhibitors and visitors serving the baking and confectionary industry. iba is a massive tradeshow: For perspective, iba 2023 had over 1,000 exhibitor booths and around 57,000 attendees over the four-day event.

KPM Analytics will again have a significant presence at iba in 2025 with an 80 sq m booth that will include demos for our benchtop and in-process NIR products, flour and dough quality analysis technologies, and a fully functional vision inspection system with rejection capability.



Preview rendering of the iba 2025 booth layout (final layout subject to change).

## International Baking Industry Expo (IBIE) 2025

Booth: 535

14<sup>th</sup>-17<sup>th</sup> September | Las Vegas, NV, USA



Four short months after the close of iba 2025, KPM Analytics will exhibit at IBIE 2025 an equally sizeable baking-industry tradeshow called the most important grain-based food event in the Western Hemisphere. According to the tradeshow website, they expect more than 20,000 baking professionals from every aspect of the industry in attendance.

This will be our second time attending the show as KPM Analytics, the last being in 2022, which marked a significant moment for the ONE KPM brand strategy.

Planning for the IBIE 2025 booth is still in its early stages, but with a large 40 ft. x 30 ft. booth space, we fully expect to impress our visitors with the wide array of quality assurance technologies that will streamline their processes and improve product consistency.

Whether unveiling cutting-edge solutions, offering live demonstrations, or engaging in thought-provoking discussions, our presence at these events is driven by our commitment to delivering value and empowering success. For our distributor partners: Please inform us of the events you plan to attend in your region next year and let us know how we can support you.

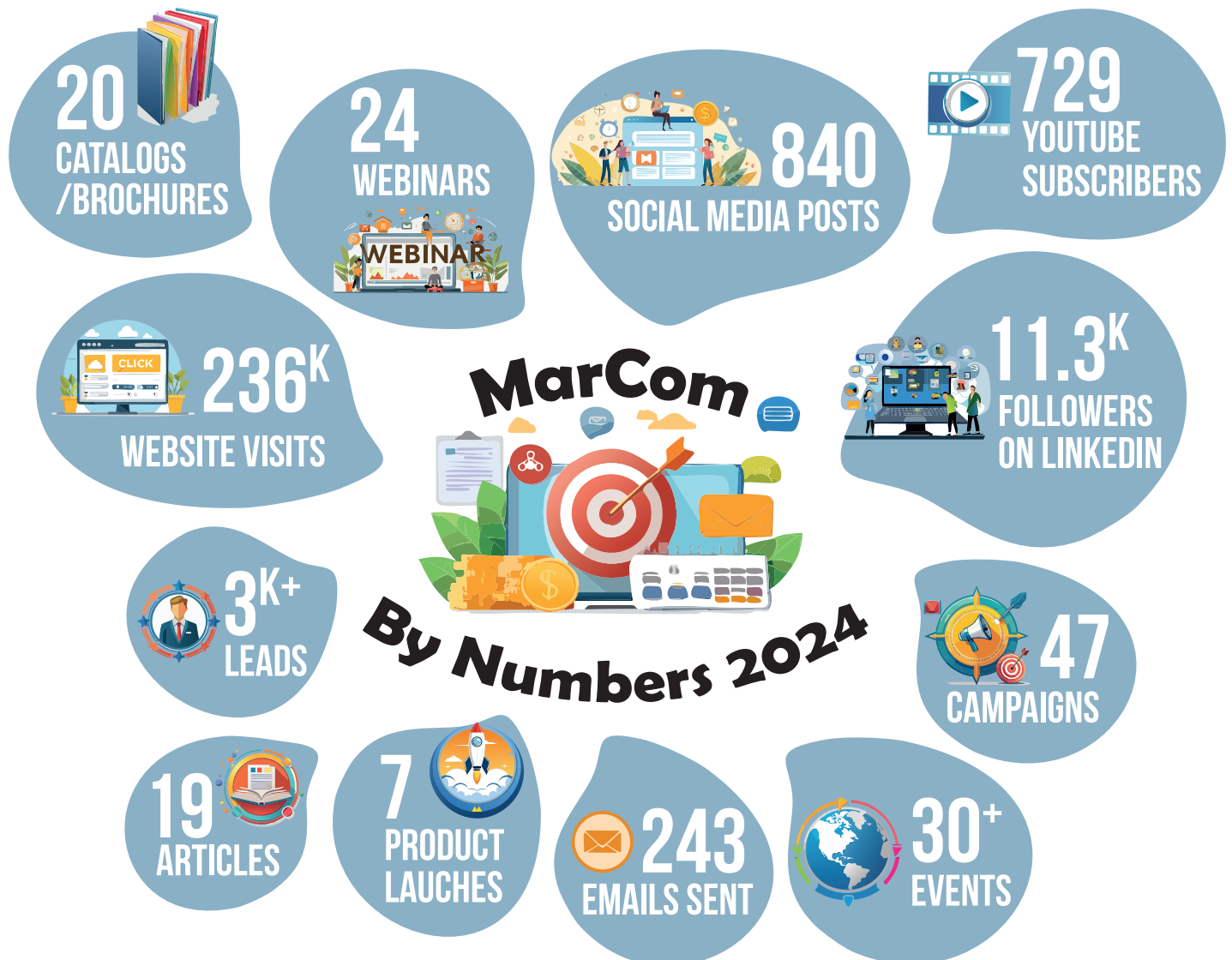
## MARKETING ACTIVITIES



Thank you for your continued efforts in promoting the KPM Analytics brand worldwide!

To support your efforts, the KPM Marketing team has been working hard behind the scenes throughout the year. The numbers below highlight the scope of our activities and the tools we've deployed to bring visibility to our solutions and help you achieve your goals.

2025 promises to be just as busy, with exciting new projects already in the works. Stay tuned throughout the year to discover what's coming next!





# MARKETING ACTIVITIES



## Marketing Updates

### New Website Pages & Content

Check out the following new page and information added to our [website](#) this quarter:

- [SiftAI® Robotic Sorter for Potatoes](#)
- [Domino's Pizza Success Story](#)
- [Richardson Milling Success Story](#)
- [Grain Milling Baking & Snack Brochure](#)

## Articles and Videos

Article content is useful for customers considering our technologies. We are pleased to share these stories that include our solutions, whether in articles published by industry magazines or videos broadcasted to a specific audience. We encourage you to share this information with relevant contacts in your region:

### Industry Articles

- [AI-Driven Inspection Fuels Meat Processors for Success](#) (MEATing Point Magazine)
- [Bakers and Snack Makers Seek Ovens and Proofs with Advanced Capabilities](#) (Snack Food & Wholesale Bakery)
- [AI Provides a Dependable “Eye” for Challenging Foreign Material Detection](#) (National Provisioner)

### Videos

- [MCT566 60-Second Demonstration](#)
- [QuikCheck 60-Second Demonstration](#) (updated from 2022)

## Webinar Recordings

- [Achieving Consistent Quality in Your Bakery with Objective Data](#) (BakerVIEW)
- [Donut Production Quality Control](#) (BakerVIEW)
- [Adapted Hydration Method: A Powerful Tool Now Standardized for the Alveograph](#) (ICC Webinar)
- [Proven Flour Quality Tools & Strategies to Meet Bakers Demands](#) (Baker & Miller Educational Webinar Series)
- [Hamburger Bun Production Quality Control](#) (BakerVIEW)

## Events in Q4 2024

WWEM in Birmingham, UK (attended by Carekem LTD) – October 9<sup>th</sup>-10<sup>th</sup>



# MARKETING ACTIVITIES



## Events in Q4 2024



IBPRS Cereal Processing & Bakery Conference in Warsaw, Poland – October 17<sup>th</sup>-18<sup>th</sup>

JTIC 2024 in La Rochelle, France – November 6<sup>th</sup>-7<sup>th</sup>

IAOM MEA 2024 in Dubai, UAE – November 10<sup>th</sup>-13<sup>th</sup>



ALIM Fair 2024 in Paraguay – October 27<sup>th</sup>-30<sup>th</sup>



# MARKETING ACTIVITIES



## Events in Q4 2024

Global Soil Conference in New Dehli, India (attended by Anchrom Enterprises LTD) – November 19<sup>th</sup>-22<sup>th</sup>



## Upcoming Events:

- **Potato Expo**  
January 9<sup>th</sup>-10<sup>th</sup>, 2025, in Orlando, Florida USA
- **American Forage Growers Annual Conference**  
January 13<sup>th</sup>-15<sup>th</sup>, 2025, in Kissimmee, Florida, USA
- **IPPE 2025**  
January 28<sup>th</sup>-30<sup>th</sup>, 2025, in Atlanta, Georgia USA
- **American Society of Baking "Formulation Floor"**  
February 15<sup>th</sup>-18<sup>th</sup>, 2025, in Orlando, Florida USA
- **CFIA**  
March 4<sup>th</sup>-6<sup>th</sup>, 2025, in Rennes, France
- **Labs Expo**  
March 19<sup>th</sup>-20<sup>th</sup>, 2025, in Warsaw, Poland

## Social Media

Make sure to follow KPM on all social media channels. We post regularly to our LinkedIn, X and Facebook accounts. Our subscriber base is growing on our YouTube channel as well.

Follow, like and share our posts!



Let's Keep the Momentum Going

Thank You For Your Contributions and Your Efforts to Help Grow KPM Analytics.

