

SINCLAIR MAKES ITS MARK

MANUFACTURER OF fruit labelling equipment and labels Sinclair International has been assisting many category managers and retailers in developing ripe-and-ready avocado programmes across the UK, Europe, South Africa and the US.

Sinclair's iQ firmness tester enables 100 per cent sorting of product by firmness, at a line-speed up to 600 cups per minute (or 10 per second), without sampling. As well as improving product consistency, these systems also reduce the considerable product waste associated with destructive sampling.

A sensor mounted inside Sinclair's unique bellows delivery system, pictured, returns an iQ firmness value, which is transmitted back to the line for separating product into up to six firmness bands.

Sinclair's system offers the ability to measure the fruit and divide whole batches into multiple grades or ripeness categories, controlled by an easy-to-use software package. A strong relationship with the current industry standard, the penetrometer, enables the system to out-perform traditional hand-sorting techniques in terms of throughput, accuracy and cost.

The Sinclair iQ product range consists of three applications: the online, able to mount on existing sizing equipment; the total package, complete with carrier; and the portable Benchtop unit, used for sampling and quality control. iQ systems around the world are



supported in the field by a global network of fully trained Sinclair and agent staff, included with the Sinclair iQ package.

"With the growing importance of both ripe-and-ready and pre-cut product lines, systems that segregate every fruit based on firmness or maturity are set to become indispensable to fruit processors and suppliers," says James Packham, Sinclair iQ's product manager. ○