



Press note

THE WORLD'S LEADING TRADE FAIR FOR THE
BAKING AND CONFECTIONERY INDUSTRY

iba 2023: Spotlight on sustainability

Sustainability: a topic that has been moving the baking industry for a while and also plays a central role at iba. How can I save energy and resources? What packaging options does the market offer? What are alternative cleaning methods? Exhibitors will be presenting their solutions and novelties. The Monday of the trade fair is dedicated to the ecological footprint: in the iba.SPEAKERS AREA there will be bundled lectures on sustainability.

Munich, 20 September 2023 – Transparency and sustainability are two buzzwords that have gained importance for the baking industry. On the one hand, reducing energy consumption plays an important role. The German Bakers' Confederation (Zentralverband des Deutschen Bäckerhandwerks e.V.) sees a savings potential of 15 to 30 percent for baking ovens and even 15 to 40 percent for cooling appliances. On the other hand, sustainability is also a valid purchase argument for customers, as proven in a recent study by the IFH KÖLN (Cologne Institute for Retail Research). Consumers look for regional and seasonal products and pay attention to innovative packaging that is as recyclable or reusable as possible. In addition to artisan bakery, food trends and digitalisation, iba 2023 offers a stage for exchange and solutions with the focus on sustainability. The five exhibitors, AMF Bakery Systems, beam, PAPSTAR, WECARRY and HY5 offer first insights. Visitors will find all the information they need on the subject of sustainability in the iba.UNIVERSE: <https://universe.iba-tradefair.com/en>.

Sustainable solutions: from hydrogen ovens to steam cleaners

AMF Bakery Systems (hall C2, stand 110) will be showing that sustainable baking without emissions is possible with hydrogen, electric and hybrid ovens: "Our new Multibake Vita Tunnel Oven Den Boer is a directly fired oven with patent-pending hydrogen-powered burners. Tunnel or conveyor ovens deliver consistent product quality and higher throughput for pizzas, artisan bread, rolls, pastries, cakes, muffins or pies. We use green energy or hydrogen as a renewable resource," explains Marketing Manager Lex van Houten, "We also offer a sustainable oven service – digital and smart services, data-driven to provide real-time insights and recommendations, for example to save up to 20 percent gas."

Organiser:
GHM Gesellschaft für
Handwerksmessen mbH
Press and Public Relations
POB 82 03 55
81803 Munich, Germany
Paul-Wassermann-Str. 5
81829 Munich, Germany
P +49 89 189 149 164
presse@ghm.de
www.ghm.de

Management Board:
Dieter Dohr (CEO and President)
Klaus Plaschka

Local Court Munich
HRB 40217
VAT No.: DE 129358691

Owner:
Zentralverband des Deutschen
Bäckerhandwerks e.V. (German
Bakers' Confederation)

President: Michael Wippler
Deputy Secretary General:
Dr. Friedemann Berg
zv@baeckerhandwerk.de
www.baeckerhandwerk.de

Cleaning without any chemicals? beam GmbH (hall A3, stand 541) explains how this works: "The new steam cleaners from the digital Blue Evolution generation completely abstain from chemicals and work with dry steam and UVC water filters. This reduces water consumption by more than 90 percent," says Managing Director Robert Wiedemann, "As no cleaning agents have to be produced and transported, no environmentally harmful detergents get into the wastewater and thousands of tonnes of CO₂ are saved. We will be presenting our automatic belt cleaning system BeBelt, especially for cleaning conveyor belts, at iba."

Suitable for recycling and hygienic: disposable tableware or service packaging made from renewable raw materials will be presented by PAPSTAR, nominated for the German Sustainability Award 2024 (hall A4, stand 383). "More than 75 percent of all items in our range are now made from wood and virgin fibre cardboard, palm leaf, bamboo, sugar cane or corn starch. We also use agricultural residues as a raw material," says Bernd Born, Head of Media & Marketing at PAPSTAR: "Sustainable recycling concepts remain part of the range of services offered by PAPSTAR Solutions GmbH, which will present the 'Zero Waste' recycling cycle around bio-converters from Oklin. They use microbiological technologies to transform organic waste of plant origin or biodegradable disposable tableware into a secondary raw material and reduce the volume by up to 90 percent within 24 hours."

Sustainable innovations in the iba.START UP AREA

In hall A4, the iba.START UP AREA is the stage for innovations from the baking industry – also on the topic of sustainability. The startup WECARRY will be showing how to avoid waste by reducing disposable packaging. The WECARRY reusable bags for bread and bakery products in a deposit-based cycle are the first reusable system for bakeries.

Avoid disposable waste at the sales counter with a hygienic reusable glove by HY5 for employees at the bread counter. This uses organic cotton fabric instead of plastic and can be washed again and again.

A stage for sustainability: the iba.SPEAKERS AREA

The iba.SPEAKERS AREA offers a podium for sustainability throughout the trade fair, with lectures on the subject being held in bundles on Monday morning. The lectures will be held in one language and translated synchronously into German or English. The implications of sustainable nutrition for bakeries will be discussed by

Amanda Collins, Strategic Manager, and Matthew May, Head of Bakery at Kerry Foodservice. The discourse on 23 October, starting at 1:30pm, will highlight the challenges facing the baking industry and what can be done to meet complex consumer needs.

Reusable packaging in the out of home market – a simple trend or the new normal? Johannes Weih from reCup will be answering these and other questions on 23 October, 12 noon.

Sven Börjesson will be speaking about the energy transition and climate protection in the bakery on 25 October at 12 noon. The representative for innovation and technology of the Leipzig Chamber of Skilled Crafts will explain how to identify "energy guzzlers" and uncover energy-saving opportunities with the internet-based e-tool for operational energy data.

Visitors can discover the full programme at iba.UNIVERSE: <https://universe.iba-tradefair.com/en/full-programme>.

About iba

iba, the world's leading trade fair for the baking and confectionery industry, is held every three years at the Fairground Munich. The specialist trade fair brings together all the products and technologies relevant to bakeries and confectioneries of all sizes, decision-makers from the baking and confectionery industry as well as the food retail trade. The portfolio ranges from raw materials, baking ingredients and frozen bakery goods via production engineering and packaging technology, process optimisation and information technology through to complete interiors for bakeries, confectioneries or cafés. iba 2018 hosted more than 77,000 trade visitors from around 170 countries. More than 1,300 companies attended as exhibitors. The next iba will be held at the Fairground Munich from 22 to 26 October 2023. In order to provide the bakery industry with a more continuous stage, iba will be held earlier at the Trade Fair Centre Düsseldorf from 18 to 22 May 2025. From 2027 onwards, iba will return to its three year cycle at the Fairground Munich in the autumn.

Press contact:

Julia Scharfenberger, Coordinator Press and Public Relations
T +49 89 189 149 164

presse@ghm.de, www.iba-tradefair.com

Publication free of charge – reference copy requested

Note to editors:

All press texts and press photos for iba can also be downloaded at: www.iba-tradefair.com/presse/

LinkedIn: www.linkedin.com/company/ibatradefair/

Facebook: www.facebook.com/iba.tradefair

Instagram: www.instagram.com/iba.tradefair/