

think process!

MATADOR®

BAKING WITHOUT COMPROMISE





We are WP.

We are **WP Bakery** Technologies. For more than 140 years we have been developing technical solutions for bakers. We build, install and maintain baking ovens, machines and production lines for all kinds of bakeries from artisan enterprises to full-scale industrial production lines. World-wide. MATADOR®, our multi-deck oven, is a legend in bakery technology. Within the **WP BAKERYGROUP** we are the experts for every type of oven and the feeding systems that best work with them, for dough processing lines and for vacuum cooling systems.



We are a company of the **WP BAKERYGROUP**, which means we cover the entire process chain of bakery technology for all purposes ranging from nest artisan to large industrialized production, for fresh and durable baked goods. We are the only supplier in the industry with that all-round capability, making us market leader in the field, worldwide. We produce everything the market needs. Our machine equipment covers everything from dough processing, dough dividing and moulding, baking in multi-deck, rack and tunnel ovens, automated feeding, proofing and frying through to vacuum cooling.



WP Bakery Technologies

We have been working for bakers for a long time, and we're good at it. Our customers use our products all over the world to get best bakery results. We are always looking for the better solution, better technology, ever better products. We observe the market very closely and know what customers are looking for. Which is why we are constantly looking for new ways, always in close collaboration with our customers.

We are highly innovative and always have our eyes on tomorrow's developments – **FutureWork** is our passion. For more than 140 years we have been developing new and innovative baking technologies – for multi-deck ovens, rack ovens, wood ovens, tunnel ovens, in-store ovens. Our patented brand ovens MATADOR®, ROTOTHERM®, UNITHERM®, PELLADOR® and MEGADOR® are used day-in, day-out for best results in bakeries all over the world. We make absolutely sure that our customers' production lines run without interruption, which is what our **ProductionCare** is all about.

>>> like to know more? www.wp-l.de

HIGHEST DEMANDS

WHY YOU AS THE BAKER ARE SO TREMENDOUSLY IMPORTANT.

Cultivable land. Grain. Brea. Regardless of which part of the world people live in, they have made use of nature since time immemorial and have created thanks to its help the very same staple food. With a widely differing outcome.

Admittedly, man does not live of bread alone. But without bread nutrition for us is hard to imagine. Today, not only the creative combination of tradition and innovation results in new and popular baking products. At the same time, the steady advance of globalization ensures an exciting and boundless exchange of recipes for success.

TRUST AND RELIABILITY

The current trend is very gratifying for consumers. They enjoy quality, variety and freshness. More than ever before. Very seldom it is pure hunger but rather spontaneous enjoyment that makes the decision at the counter for or against product success.

You as a baker make a significant contribution to this development. Because you are trusted and offer reliability. By treasuring your own recipes and by your openness towards new products. Meeting **HIGHEST DEMANDS** every day is indispensable for both.







PERFECT **TECHNOLOGY**



HOW TO CREATE IDEAL CONDITIONS.

What use have the most delicious recipes and best ingredients if they cannot be baked with identical quality day after day? Satisfied customers and economic success require two things: your professional qualifications and the best possible equipment.

We consider ourselves as a competent partner in this respect. For the classic bakeries as well as for chains that have grown with time. Regardless of the size of the business, we offer our customers a maximum of personal advice, precise planning, trend-setting technology and sustained customer care.



EXPERTISE AND LONG-SIGHTEDNESS

We have the knowledge required to equip bakeries of any layout exactly so that they can work efficiently and economically successful. The personal strengths of each baker determine just how profitable and productive the business will actually be. What's important:

WP BAKERYGROUP is the only full-range provider worldwide. Not only the ovens are designed, manufactured and installed, but also the entire coordinated periphery. The label "Made in Germany" renders every **MATADOR®** a technically sophisticated and outstanding product in terms of quality.

In short: we have supplied the base for bakers for more than one hundred years. Many thousands all over the world build their business on it. The **MATADOR®** deck oven has been synonymous for **PERFECT TECHNOLOGY** for six decades.

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TRUE **MULTITALENT** –

YOUR PERFECT EQUIPMENT FOR DECADES.

MATADOR®. For us as manufacturer it is of course the product name. But it is also a concept of quality. Bakers all over the world agree. They mention **MATADOR**® and **QUALITY** in the same breath. And there are very compelling arguments for that.

- Classic deck oven in stainless steel design.
- Perfectly accessible baking area – from 8 to 43 m².
- Unique **ZYKLOTHERM**® heating system for perfect heat transfer.
- Outstanding, exemplary temperature flexibility.
- Excellent vapor guide with rich steam.
- High-quality special baking stones as standard.
- Highly effective 30 cm strong high-tech insulation.
- Ergonomic control via extra large display.
- Direct and also time-delayed integration of semi and fully automatic loading systems.

COMPETENCE AND CONSISTENCY

Each **MATADOR**® meets this clearly defined requirement. Extremely uniform baking results repeatable at any time – and of course over a period of many decades. Eventually there is no doubt about what this deck oven actually is – a **TRUE MULTITALENT** in every sense of the word.





SPECIAL **DETAILS**

THAT YOU CAN ONLY FIND WITH THIS UNIQUE SERIES.

WP BAKERYGROUP is a full-range provider and therefore also supplies the entire periphery around the deck oven. An unbeatable pro. But in addition to that, which specific product benefits make the **MATADOR**® the first choice and contribute to a reduced energy consumption of up to 30 % compared to similar ovens?

SYSTEM AND SAFETY

ZYKLOTHERM®, the proven heating system, the special **baking stones** and intelligent **WP NAVIGO 3** control system of the **MATADOR**® are important for low power consumption and highest baking quality.

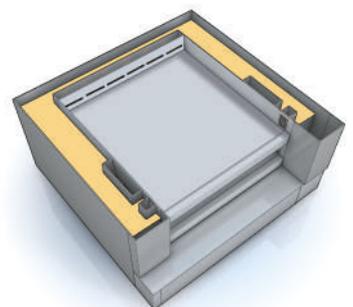
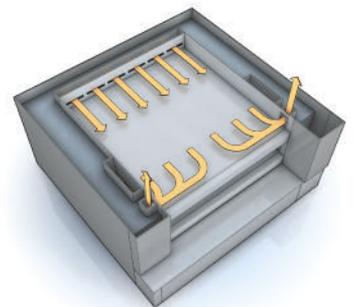


EXCELLENT VAPOR GUIDE WITH IDEAL STEAM.

Batch-on-batch baking? This goes without saying with the **MATADOR®**. Its innovative vapor piping system with vapor distribution system, positive-pressure system and relief flaps on both sides ensures rich steam and even distribution.

In concrete terms: a relative humidity of 75 % is achieved in less than one minute. Ideal for excellent shine, juicy crump and crunchy crust

Top temperature consistency thanks to **WP ENERGY BLOCK**. Reduction of surface losses. This is where the fundamental key to economic baking lies. The highly effective three-sided insulation makes a significant contribution to it. Its 30 cm strong high-tech thermal layer ensures reduced surface loss by almost 11 %.



Excellent insulation thanks to three-sided 30 cm high-tech thermal layer

MATADOR **STONE**

THE STONE – ALL AROUND LINING FOR PERFECT BAKING QUALITY

The functional principle of the **MATADOR**[®] allows for baking comparable to a wood-fired oven by means of radiant heat and dropping baking temperature curve. Due to the comparatively slightly increased temperature at the beginning, the radiant heat suffices for the entire baking process. The products form a greater volume yet maintain a tender flaky crust and long-lasting freshness.

TARGETED OPTIMIZATION WHICH DIRECTLY IMPROVE YOUR BAKING QUALITY.

Low energy costs are a very important factor in order to operate economically successful. However: the main focus is clearly on the baking quality to be achieved.

It is the combination of traditional baking and innovative technology that guarantees bread of extraordinary quality and exquisite taste to you as the baker. On the basis of this insight we have developed the SSC principle: **Stone + System + Control**.

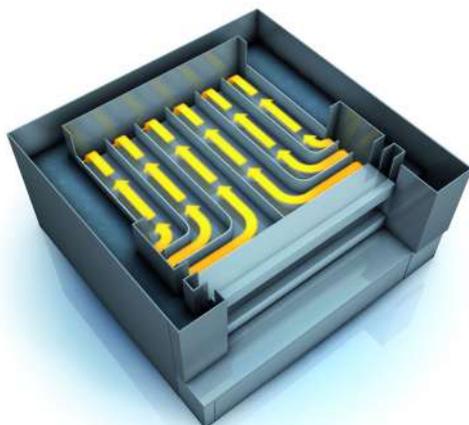


THE SYSTEM – BEST BAKING PRODUCTS THANKS TO **ZYKLOTHERM**[®]!

ZYKLOTHERM[®] is the heating system of the **MATADOR**[®]. We have employed and continually optimized it since the very beginning.

Its energy-saving principle:

The heating gases enter at the front, in the most sensitive area of the oven. From there they take the shortest route through the heating channels. The result of this heat transfer is a uniform baking process, perfect browning, crisp crusts and full flavor development – even with batch-on-batch baking, of course.





THE CONTROL – THINK TANK WITH EXPLICIT COST SAVING FUNCTION

Traditional baking in the **MATADOR®** can be continuously perfected using the latest control technology. This means in practice: our **WP NAVIGO 3** control system in the current **MATADOR®** generation provides optimum conditions for baking results beyond comparison. In particular in combination with the previously described **ZYKLOTHERM®** technology as well as the highly effective all around stone lining.

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STRONG **ALTERNATIVES**

MAKE YOUR DECISION WITH YOUR MIND AT EASE.

The **MATADOR®** is a classic deck oven and can be equipped with baking areas from 8 to 43 m². It is built in the versions MD and MDV. Both versions have special baking stones and can convince with a particularly uniform baking result reproducible at all times.

MATADOR® MD – THE BASIC VERSION

- Baking area from 8 to 19 m².
- Oil or gas operation at choice.

MATADOR® MDV – THE MAXI VERSION

- Baking area from 8 to 43 m².
- Oil or gas operation at choice.
- Ideally suited for being equipped with semi or fully automatic automation systems.

FUNCTIONALITY AND FLEXIBILITY

Apart from the previously described general performance features, the MDV can also score with the perfect accessibility of the burner from the back.

The oven can therefore also be maintained when loading is ongoing.





WP NAVIGO 3

SIMPLE OPERATION FOR YOUR DAILY BENEFIT.

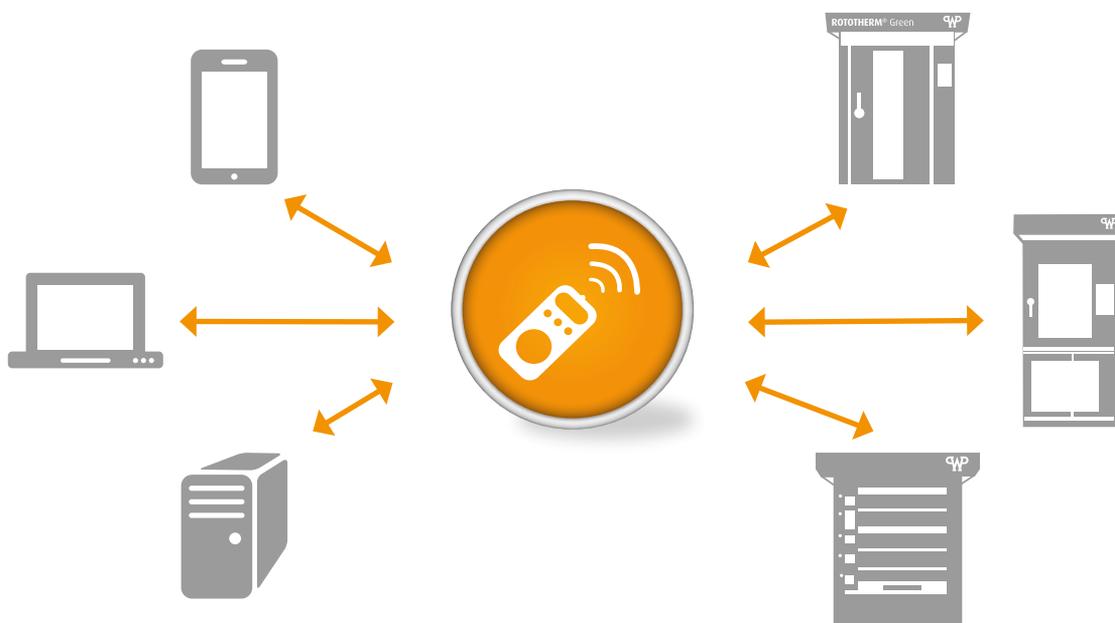
Get a compact grip on all the features with the innovative **WP NAVIGO 3** control system. It offers maximum ergonomics, assistance and economic operation.

- Focus on only one control panel.
- Particularly large screen.
- Fully automatic vapor injection.
- Each deck oven with its own vapor button.
- Display with glass touch surface.
- WP ASSISTANT
Easy-to-understand video clips to assist the personnel in front of the oven with cleaning and maintenance.
- Simple, logical programming.
- Up to 250 recipes can be saved.
- Stores every baking process without any gaps.
- Identical operating system for all oven models.
- WP ISOTHERMIC BAKING
The automatic quantity control of baking.

WP OVEN CONTROL

THINK TANK WITH HIGHLY INTERESTING OPTION.

The exemplary economy of the **WP NAVIGO 3** control system is also due to the use of WP OVEN CONTROL. It can be used to connect several ovens and to thus facilitate the recipe entry and monitor the baking processes of all ovens via PC/internet. Including data validation and remote diagnosis via PC at anytime. This system can of course not only be used with the **MATADOR®** but consistently with all oven models.





STRONG PARTNERS

JACK

MANUAL LOADING SYSTEM FOR THE LOADING AND UNLOADING OF DECK OVENS

BENEFITS

- Reduced workload
 - Relief of staff from heavy, physical work
 - Time savings
- Simple operation
- Optimum utilization of oven capacity
 - Energy saving
 - Increased productivity
- Highest safety standards



CHARGING

- Manual charging

LOADER

- Attachment to the oven
- Manual height adjustment
- Loading: Manual inserting/setting
- Unloading: Manual inserting/product pick-up

DISCHARGING

- Manual discharging

PAGE®

SEMI-AUTOMATIC LOADING SYSTEM FOR THE LOADING AND UNLOADING OF DECK OVENS

BENEFITS

- Modular design for max. 3 deck ovens
- Reduced workload
 - Relief of staff from heavy, physical work
 - Time savings
- Optimum utilization of oven capacity
 - Energy saving
 - Increased productivity
- Highest safety standards
- Simple operation
- Intelligent control system
 - Loading and unloading processes individually programmable
 - Fully automatic execution of loading and unloading procedures
- Observance of baking times
- Loading at always correct baking chamber temperature



CHARGING

- Manual charging
- Cross setter
- Velcro table (optional)

DISCHARGING

- Manual discharging
- Belt solution (optional)

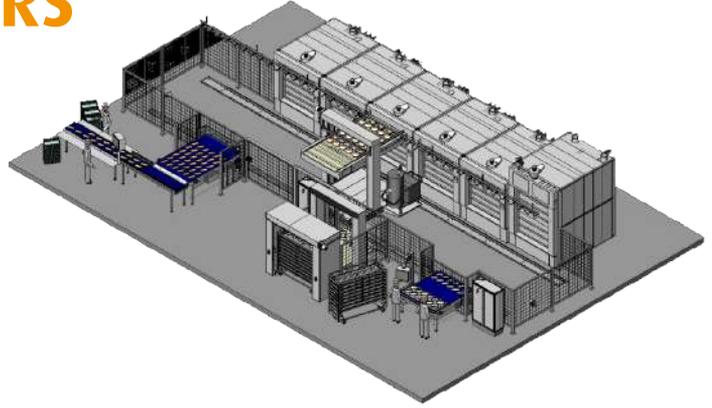
LOADER

- Attachment to the oven system installation
- Simple drive
- Speed 0.2 m/sec

STRONG PARTNERS

OBER PRO II

FULLY AUTOMATIC LOADING AND
AUTOMATION SYSTEM FOR
PRODUCTION OVENS



BENEFITS:

- Modular design for max. 8 deck ovens
- Artisanal top quality with proven WP ZYKLOTHERM® baking stone oven technology
- Rationalization and reduced workload by eliminating heavy physical work
- Flexible product range, 100 % reproducibility
- Increased productivity through optimum oven utilization
- Energy efficiency through optimal fully automatic process control
- Central control system for entire plant
- Production reliability through WP OVEN-CONTROL and REMOTE DIAGNOSIS as well as Blue Value

CHARGING

AUTOMATIC CHARGING OPTIONS

- Portal
- Wing system
- Automatic transfer from continuous final proofing cabinets
- Rationalization
- One-man operation possible

MANUAL CHARGING OPTIONS

- Cross setter
- Velcro table
- Product-specific solutions

CONTROL SYSTEM

- Central control system for entire installation
- Fully-automatic optimization of oven loading
- Baking and re-baking without manual intervention
- Networking possible
- Energy efficiency through optimal fully-automatic process control

LOADER

- Free-standing on wheels
- Retrieval of 100 % correct position
- Lifting column in the "elevator system" with counterweights
- Low-wear, since there is no additional load on the mechanical parts
- Maximum speed
- Production reliability
- Energy-efficient

DISCHARGING

- Table and conveyor belt solutions with integrated spraying station





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VAST EXPERIENCE

YOU CAN ALWAYS COUNT ON.

You will certainly agree: quality is the best recipe. This is why this has been our entrepreneurial recipe for the past 135 years. The past 60 years were characterized in particular by the **MATADOR®**.

1877

Grant of a patent for a kneading and mixing machine with two elliptical agitator discs to Paul Freyburger from Stuttgart.

1878

Contractual patent acquisition by Paul Pfeleiderer.

1880

Establishment of the company Werner & Pfeleiderer for the production of special machines for bakeries.

1900

First production facilities in Europe and the United States.

1938

Introduction of **ZYKLOTHERM®** heating in baking oven design.

1953

Delivery of the first **MATADOR®** oven.

1964

Concentration of oven production in Dinkelsbühl.

1992

Market launch of the OBER loading system.

2011

Inauguration of the baking center in Rietberg.

2013

Inauguration of the baking center in Dinkelsbühl.



The **MATADOR® STORE HISTORY EDITION** as special edition in retro design on the occasion of the 60th anniversary.



SOLIDARITY AND CONTINUITY

Due to the extremely long utilization period, the investment in a new **MATADOR®** is somewhat similar to an intergenerational contract. In the truest sense of the word. What the grandfather bought, even the grandson can continue to use in many instances. This is the pleasant and logical consequence of our **VAST EXPERIENCE**.

think process!

 **BAKERYGROUP**

 **Werner & Pfleiderer**
Bakery Technologies

 **Werner & Pfleiderer**
Industrial Bakery Technologies

 **Kemper**

 **Haton**

 **Riehle**

UNSERE MARKEN

WP BAKER'S EQUIPMENT

WP PIZZA

WP DONUT

WP ROLL

WP TOAST

WERNER & PFLEIDERER LEBENSMITTELTECHNIK GMBH

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