

# FEDERATION OF DISTRIBUTORS

# JARVIS

# Newsletter



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## Infod AB - Jarvis' Exclusive Representative in Denmark, Sweden and Norway



Thomas Claughton-Wallin, Infod's founder, Sales Director, and Managing Director

Since 1990, Infod AB has been Jarvis' exclusive Scandinavian representative. Founded by Thomas Claughton-Wallin in 1978, the company services the meat processing industries of Denmark, Sweden and Norway. Infod's unique beginning in the 1970's was the result of a study and market analysis conducted by the Junior Chamber of Commerce in Malmö, Sweden. That study investigated the feasibility of an autonomous meat processing service company; a business that



Denmark



Sweden



Norway



Vellinge, current home of Infod AB. From this location all Scandinavia is serviced.

knew and addressed the special needs of Scandinavian customers.

Based on the study's favorable conclusions, Thomas Claughton-Wallin, a Malmö resident, started a service company specializing in the importation of food-service equipment. The company's first office and warehouse was outside of Malmö, in the small village of Västra Ingelstad. Mr. Claughton-Wallin named the business "Infod AB" because that was what the company was all about - industrial food equipment. Besides being the company's founder, Mr. Claughton-Wallin is also Infod's Sales and Managing Director.

Contacting specially chosen suppliers began in the summer of 1978. Shortly afterward, Infod offered equipment for the kill floor, cutting room and other meat processing operations. Expansion followed, and the company offered even more tool varieties, including complete line operations. With the expansion, Infod also developed the ability to service single and/or multiple machines. In 1984, Infod established a Benelux subsidiary to expand sales and service in the countries of Luxembourg, Belgium and the Netherlands. After expanding and moving twice, Infod AB is currently in Vellinge, a city in southwestern Sweden, not far from Copenhagen, Denmark.

From the beginning, Infod maintains six important goals - one, conduct business in a manner and language that customers understand and appreciate; two, only deal with supplier companies who are reputable and completely stand by their products; three, give equipment servicing paramount importance; four, continuously bring in new food servicing ideas from all over the world; five, keep customers informed of all market tendencies, industry attitudes, and new equipment requirements; and six, give customers the highest value return for the money invested. In Scandinavia, Infod enjoys a well-deserved reputation for supplying the highest quality equipment at reasonable prices. The company is also highly regarded as an excellent information source on issues pertaining to meat processing equipment and production line operations.



Thomas Claughton-Wallin shown with Agneta Carlsson, Infood's book keeper and Bengt Sandberg, Jarvis' special Scandinavian representative.

Another reason for Infood's success is the company's reputation for complete honesty. "A very important moral aspect of our customer relationship is complete honesty; a concept used in all deals undertaken with our clients", says Mr. Claughton-Wallin. Due to its excellent reputation, in early 1990 Jarvis Products Corporation contacted Infood to discuss closer co-operation and sole Scandinavian representation of its line of meat-processing tools.



Closeup picture of Agneta Carlsson, Infood's book keeper

Dealing with Jarvis showed Infood what previous tool suppliers had lacked - an understanding of local market support requirements, and the resources to rapidly supply new equipment and spare parts. According to Mr.

Claughton-Wallin, "we have noted that many customers after starting to use one Jarvis tool have come back and asked for other Jarvis machines, due to the fact they have found them superior to other brands". One important reason Jarvis equipment is so successful in Scandinavia is that Infood continuously keeps an updated stock of spare parts, and can ship anything customers require within the same day.

Another reason Jarvis' sales continue to increase is the placement with Infood of Bengt Sandberg, a special, full time Jarvis service representative for Scandinavia. Bengt's sole responsibility is to support local customers who have purchased Jarvis equipment from Infood AB.



Bengt Sandberg, Jarvis' resident Scandinavian service-man and technician.

Since Sweden and Finland joined the European Union (EU) in 1995, the local meat-processing industry has changed dramatically. Joining the EU eventually affected the quantities asso-

ciated with the importation and exportation of Scandinavian meat products. In time, a considerable reduction in investments followed, and initiated a major reconstruction for the largest meat-processing companies. For the industry, this reconstruction resulted in the closing of older, less-efficient plants and consolidation of operations into fewer, but larger, meat processing facilities.



Carl-Johan Öhman, Infood's Service Technician (on left) meeting with Thomas Claughton-Wallin and Esa Elamo, Infood's representative in Finland.

Infood, also affected by these changing market conditions, had to implement new methods and ideas to become more efficient and cost effective. Costs had to be reduced to improve profitability. In 1997, Infood also went through a reconstruction. New computer equipment and software were purchased. Computers, used previously in a supporting capacity, now became the heart of all essential operations. Besides the Nordic countries, emphasis was placed on developing and expanding into new markets, especially in the Baltic countries.



Lass Brøndum Nielsen, Infood's sales representative in Denmark, demonstrating Jarvis equipment at last year's FoodTech exhibition held in Denmark.

Despite new technical innovations, emphasis is still placed on personal customer contact. Infood feels the good, old-fashioned sales call is an excellent method for firming up the supplier-customer relationship. Face-to-face customer meetings provide a forum for discussing the latest industry trends, market conditions and current production problems.

From the discussion, the customer and the Infood sales representative can determine which current or new Jarvis equipment can best solve any problems. To maintain the personal connection, Infood has a sales representative in each Nordic country, and



Christina Claughton-Wallin (on left), a temporary employee of Infood, with Linda Carlsson who is responsible for Internal Sales and Administration

has established close co-operation with the Baltic countries.

The relationship between Infood and Jarvis is mutually beneficial. A highly respected supplier represents Jarvis Products Corporation, and Infood represents a well-known and highly regarded tool manufacturer. This relationship has helped introduce new technologies into the local meat processing industry. Prior to selling Jarvis tools in 1990, nobody (including Infood AB) sold carcass splitting band saws in Sweden or Norway.

Today, Jarvis' Buster saws control 100% of the market! Regarding the sales of other meat-processing equipment, Infood's goal is achieve a 100% local market share - a goal that is nearly realized.

Shown with a group from JAMTI (Japan Meat Technology Institute) are (far left) Carl-Johan Öhman, Infood's Service Technician, (in back with white coat) Leif Fritzon, Swedish Meats' local Production Manager, (in back) Bengt Sandberg, Jarvis' resident serviceman and (in back, far right) Ulrik Hauman, a representative from Butina ApS, a Danish manufacturing company. The JAMTI delegation was visiting the Swedish Meats processing facility in Kävlinge, Sweden. Swedish Meats was featured in an article appearing in the newsletter's first edition, and is one of northern Europe's largest meat packing and food processing companies.



## A Trip to The Land of The Rising Sun



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In April, 2000, Mr. Vincent R. Volpe, President of Jarvis Products visited Jarvis Japan Company Ltd., our Tokyo based Japanese subsidiary. Founded in 1986 by Mitsuharu (Madi) Shirai, the company is very much a family enterprise. Beside Madi, his son Joe Shirai, daughter Ayumi, and son-in-law Hidetsugu Fukuhira also work at Jarvis Japan.



Besides Japan, the company sells and services Jarvis equipment (mostly dehidlers and Buster IV/ V bandsaws) in the People's Republic of China and Taiwan. As mentioned in the newsletter's first issue, Jarvis Japan is finding a new market for the Model 70 Airsnip in Japanese fisheries, where they are used to cut salmon fins and crab legs.

These are a few pictures taken by Mr. Volpe while in Japan:



Jarvis Japan's Tokyo headquarters.



Jarvis Japan employees Hidetsugu Fukuhira and Y. Ide shown servicing equipment in the repair shop.



Pictured with Mr. Volpe (seated) are (from left to right) Madi Shirai, Y. Ide, Joe Shirai, Hidetsugu Fukuhira, and Ayumi Shirai Fukuhira.



Joe and Madi Shirai reviewing sales orders and service requests.

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