

ANDRITZ petfood processing line boosts output, uniformity and quality levels



Customer Story

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Leading petfood producer in Türkiye conquers throughput challenges, saves energy and gains greater operational insights

THE CHALLENGE

- Inability to meet market demand as throughput could not be increased
- Product variation
- Manufacturing to higher quality standards

THE SOLUTION

- EX1021 Extruder, equipped with Flextex technology
- CZD dryer, which delivers high-energy efficiency and uniform drying
- State-of-the-art VAC1000 vacuum coater

THE RESULT

- 95 to 100% quality levels – consistently
- 20 to 25 % reduction in energy use
- Throughput boosted from 5 to 15 MT/h
- More intuitive operator interface
- More controllable parameters

INTRODUCTION

Established in 2016, Effeffe Pet is the result of a strategic partnership between Anadolu Pet Group and Effeffe Italy, which brings world standards in pet nutrition to Türkiye.

This powerful synergy combines Effeffe Italy's 35 years of global production discipline and technical expertise with Anadolu Pet's 35+ years of established experience in the Turkish market and extensive distribution network, all under one roof.

The company, which exports to over 40 countries, operates from a modern 11,000 m² production facility in Manisa, deploying the latest technologies and expert professionals, creating a centre for scientific solutions that combine domestic production power with global standards and improves the quality of life of pets.

Recent investment and expansion has seen a strategic collaboration with ANDRITZ EFB, which has resulted in the deployment of a new processing and production line that will deliver higher output and quality levels, boosting the yield and profitability of its production operations.



CHALLENGE

Effeffe Pet had set its sights on boosting plant output to help support and grow its market share, but its existing 5 MT/h processing and production line was not capable of any expansion or throughput enhancements, so the company began its search for a new, contemporary processing solutions.

The existing line was also starting to produce end-product variations in both size and formulation, even though the raw material ratios and recipes had not changed. Although still 100% useable, Effeffe Pet's strong quality ethic drove its desire to deliver even greater quality, reinforcing its search for new solutions.

SOLUTION

The new processing line comprises a number of industry-leading solutions from ANDRITZ EFB. Central to the new line's performance is an EX1021 Extruder, equipped with Flextex technology, which enables on-line control of starch cooking and expansion effectively reducing formulation costs.

The line also includes a CZD dryer, which delivers high-energy efficiency and uniform drying and a state-of-the-art VAC1000 vacuum coater, which is engineered for uniform product coating with both powder and high liquid additions.

Effeffe Pet will also enjoy improved levels of automation and greater actionable insight from operational data thanks to an easier-to-use-and-operate digitalised control solution.

RESULTS

According to Hasan Ayna, Plant Manager at Effeffe Pet: "The existing line was only capable of delivering around five metric tonnes per hour of finished pellets, the new line triples that to 15 metric tonnes per hour, which is a significant production increase.

"What is more, the quality levels are vastly improved, too. We were seeing some variation in the end product on the old line, the cause of which was hard to track down. Thanks to the new line's control solution and the HMIs, we're able to see and more precisely control production parameters, such as line speed

and heat levels. The result has been far greater product uniformity, with overall product quality levels consistently being between 95 and 100%.

For the drying process, Effeffe Pet opted for a larger unit to cater for future capacity expansion. "The older drier used a lot of gas," Ayna explains. "The new drier is larger and gives us a higher throughput, but it consumes less gas and is more controllable. Indeed, we are seeing energy savings of around 20 to 25 %."

Commenting in the choice of solutions from ANDRITZ EFB and his relationship with the company's engineering and technical teams, Ayna tells us: "I have known members of the ANDRITZ team for a long time, counting some of them as old friends. These friendships are very important in Türkiye and form the bedrock of business relationships.



"The quality of the solutions is paramount, too," he explains. "I believe in ANDRITZ and the machines it develops. I got more info first-hand regarding the quality levels it can achieve, especially for this project, at a reference site in Italy."

In my business life – in this industry and others – I have seen other suppliers in action and have witnessed very big differences in product quality, shape and uniformity. This is not the case with the ANDRITZ line. The quality of the technical solution from ANDRITZ was matched by the level of service from its support team in Türkiye, which was easy to talk to, fast acting and able to give us spares quickly."

ANDRITZ

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