

SCALING PET FOOD PRODUCTION WITHOUT COMPROMISING

CONSISTENCY

Case Highlight:
Effeffe Pet

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In pet food production, consistency matters. When Effeffe Pet set out to increase plant output, the company faced a dual challenge: its existing production line could not support further throughput growth, and variations in product size and formulation were beginning to emerge. The company invested in a new processing line supplied by ANDRITZ Feed & Biofuel, that tripled throughput, improved quality levels, and reduced energy consumption.

Tripling output, maintaining quality
A new ANDRITZ processing line helped Effeffe Pet increase throughput from 5 to 15 tons per hour while achieving consistently high product quality.

Founded through a partnership between Anadolu Pet Group and Italy-based Effeffe, the company combines international pet nutrition expertise with strong local market knowledge. Operating from its production facility in Manisa and exporting to more than 40 countries, Effeffe Pet had built a strong reputation for quality. But growing demand was putting increasing pressure on its production capabilities. As the business continued to grow, Effeffe Pet set its sights on increasing plant output to support demand and strengthen its market position. However, its existing processing and production line, with a throughput of 5 metric tons per hour, was not capable of further expansion or throughput improvements.

The goal: increasing output while improving product consistency.

At the same time, the company faced another challenge. Variations in product size and formulation began to appear, even though raw material ratios and recipes remained unchanged. While the line was still fully operational, Effeffe Pet wanted to manufacture to even higher quality standards and began searching for a new processing solution.

BUILDING CONSISTENCY INTO GROWTH

The answer came through a strategic collaboration with the ANDRITZ Feed & Biofuel team, which worked with Effeffe Pet to develop a new processing line tailored to the company's production goals. The new processing line combines several technologies designed to improve performance, quality, and operational control. Central to the line is an EX1021 extruder equipped with Flextex technology, which enables online control of starch cooking and expansion while helping reduce formulation costs.

The system also includes a CZD dryer designed to deliver high energy efficiency and uniform drying, as well as a VAC1000 vacuum coater engineered for uniform product coating with both powder and high liquid additions. Together, these technologies form the core of the new production line.

RESULTS THAT GO BEYOND CAPACITY

The impact of the upgrade has been significant. Throughput increased from 5 to 15 metric tons per hour, allowing the company to substantially expand production capacity. At the same time, quality levels reached a consistent 95 to 100 %, while energy consumption was reduced by 20 to 25 %.



ANDRITZ Extruder EX1021



ANDRITZ Vacuum Coater VAC1000

Beyond the production figures, the new line also provided operators with a more intuitive interface, more controllable parameters, and greater insight into operational data. These improvements give production teams greater visibility into the manufacturing process and support day-to-day operation of the plant.

For Effeffe Pet, the investment addressed two challenges at once: increasing output while improving product consistency. By modernizing its production line, the company was able to expand throughput, achieve higher and more consistent quality levels, and reduce energy consumption, creating a stronger foundation for its future operations.

A LESSON FOR A GROWING INDUSTRY

Across the pet food industry, manufacturers face increasing pressure to deliver more sophisticated products while improving sustainability and operational performance. Growth alone is no longer enough. Success depends on the ability to scale without sacrificing quality, efficiency, or consistency. Effeffe Pet's journey shows what becomes possible when production technology is aligned with long-term business ambitions.

Scaling without compromise
By modernizing its production process, Effeffe Pet expanded capacity, improved product consistency, and reduced energy consumption by up to 25 %

Consistency fuels growth
Effeffe Pet overcame production bottlenecks with advanced processing technology, creating a stronger foundation for future growth and operational performance.

ANDRITZ EXPERT:

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