

the  
**DL**

Volume 8 | March 2022

**SORTING EDITION**



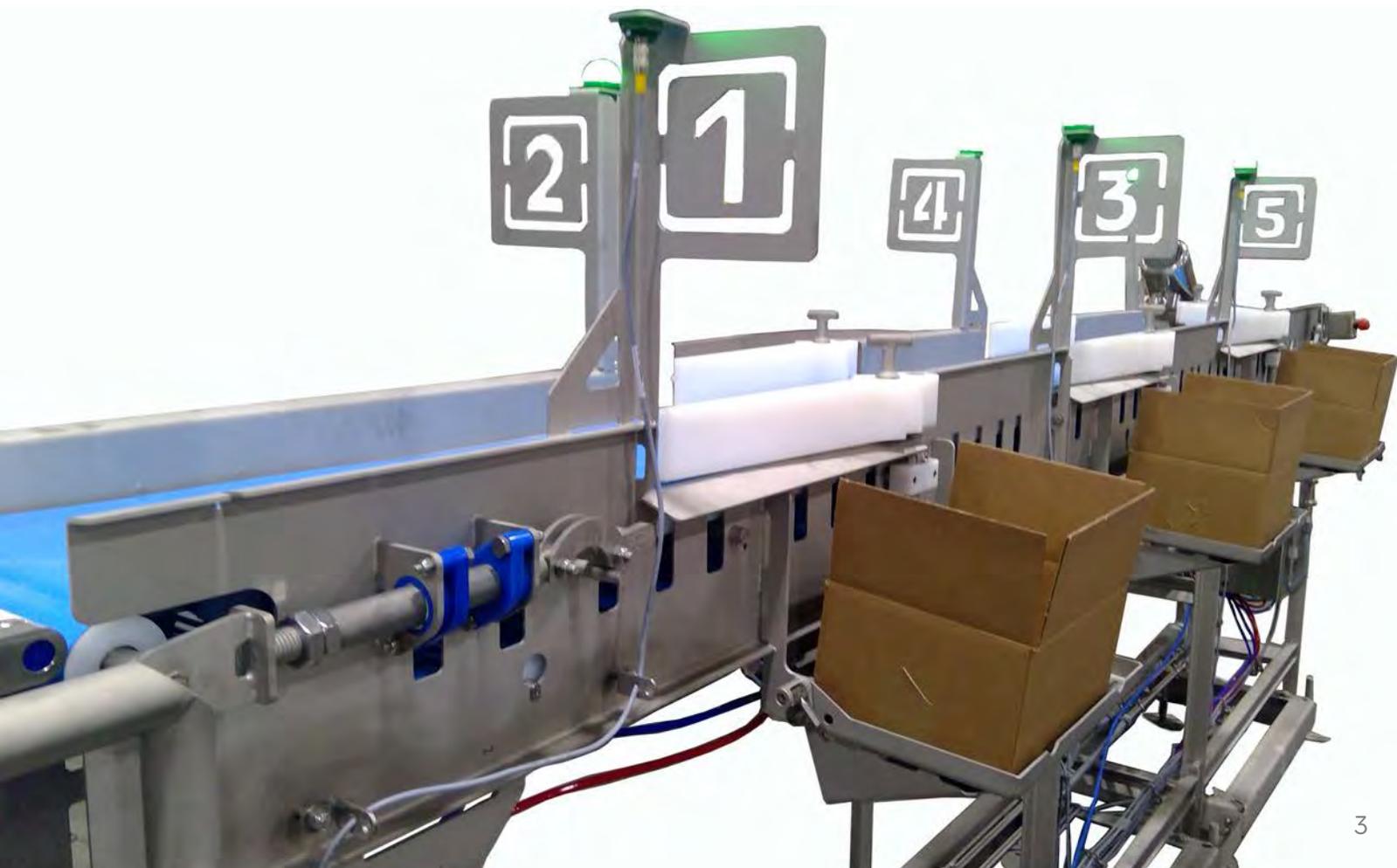


# Technology Spotlight:

## SORTING SYSTEMS

When it comes to understanding Friesen's core competencies, it's hard to limit the options as Friesen's has experience in so many different applications. But, if you walk our production floor, you'll see several systems in assembly for sorting systems. In some way, sorting systems find their way into many of Friesen's other core competencies.

For example, we often tout our experience in bacon systems and how we have been able to execute hundreds, if not, thousands of bacon applications. Of those, many are sorting systems. Let's take bacon slicing and sorting the bacon drafts to each side of the packaging machine, but also, being able to sort to multiple rework stations. This is high speed sorting with a delicate product. But also in bacon, Friesen's can sort bellies by chemical lean, fat content, weight, and even vision.



Another large category for Friesen's is inspection analysis. In this case, Friesen's can partner with industry leaders in metal detection, X Ray, Vision, Spectroscopy, and/or Chemical Lean to sort acceptable product from product in need of rework. In some cases, Friesen's has integrated sorting systems that include up to 4 different inspection devices for a total line solution. Often times, in bulk inspection, sorting good product can be integral to food safety while simultaneously limiting liability.



Thanks to Friesen's controls group, trim management and trim blending systems have become one of the fastest growing system solutions available to our valued customers and prospects. These systems take meat trim and sort lean points into combos or boxes at unbelievable speeds and accuracy. The technological advantage includes a proven algorithm that can sort the trim meat into combos of various lean points with examples such as 50% lean / 85% lean / and even upwards of 98% lean. The custom designs can include accumulation points for even product flow while integrating foreign material inspection; however, the real ROI is in the automation of the process while increasing accuracy.



These examples are but a few of the system solutions offered by Friesen's; however, the experience in applications is endless. These include, but are not limited to seafood, fish, pork, beef, chicken, turkey, produce, nutraceuticals, dairy, bakery, and snack foods.



# CUSTOMIZED SORTING SYSTEMS

TO FIT YOUR SPACE AND NEEDS

*by Friesen's since 1939*

- Trim Management / Fat to Lean / Combo Building / Box Loading
- Attribute Sorting / Weight / Vision / Chemical Lean / Inspection
- Diverging Systems by Cut / Product / Bar Code Reading / Label Application
- Empty and Full Case Management / Prep for Palletizing
- Proven Algorithms / Full Analysis Integration / Custom Controls



**Phone** (218) 844-4437 or 800-955-6058

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# HISTORY OF FRIESEN'S

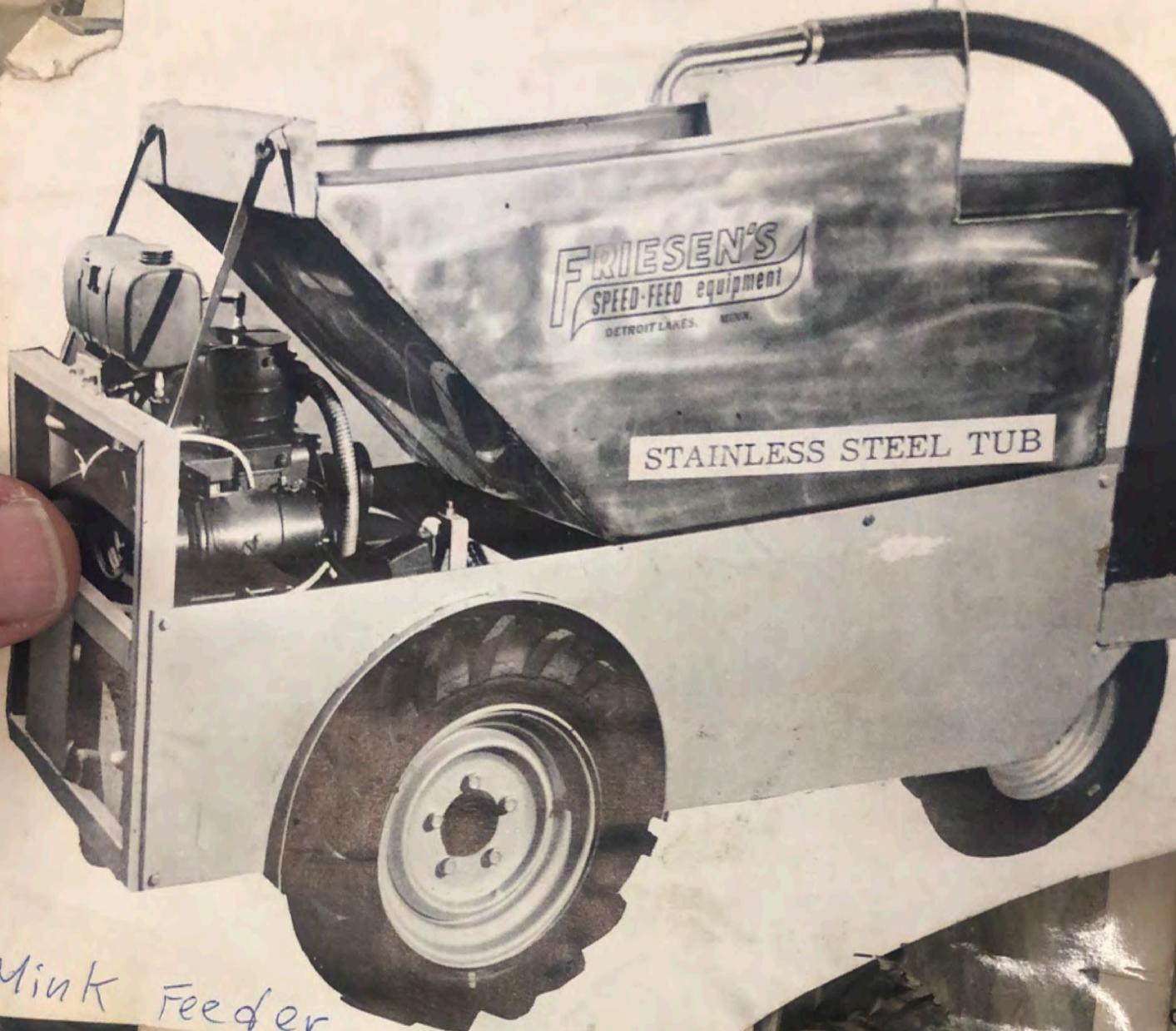


## THE BEGINNING – 1939 – 1978

In this chapter of The DL, we sat down with President Brett Friesen to get a snapshot of the history of Friesen's, starting at the beginning, with his grandpa, Albert Friesen (a.k.a. "Einstein"). Albert started Friesen's in 1939 deciding to call his new company, "Al's Machine Shop". Al bought the company that was previously called "Fredenberg Welding Shop". He had the reputation as an "inventor" and would accept nearly any application or design to meet his customer's needs. If you know the Friesen's of today, the flexibility remains a core competency of the business.

Albert was a shrewd business leader and had little patience for errors. He was a perfectionist by focusing on the details and ensuring the highest quality products from his shop. Much of Friesen's discipline, even today, has its roots back to these days. Albert was also a





Mink Feeder

Slug *Mink Feeder*

Size ..... width ..... by ..... depth .....

For use *Friesen's*

Date .....

Special Instruction: *Crop wheel to  
save steering apparatus*

%  
*34*

Exp.

Flash

Engineering and design is far superior  
with the other machines.  
Friesen's

very religious man who attended the local Catholic Church nearly every day, with his wife.

Ironically, the young business had a leaky roof. In 2 separate newspaper articles, spanning 35 years, Albert complained in the newspaper article about his leaky roof. To this day, the family giggles about the fun fact.

<b>FUN FACT</b>
1940 – Friesen's had 6 Employees

## SECOND BUILDING – 1967

The second building started in the outskirts of Detroit Lakes. The locals thought Albert would go broke being so far out of town; however, with the development of the new Speed Feeder Equipment, the business flourished. In these years, Friesen's developed primarily mobile dairy equipment, turkey truck loading equipment, barn cleaners, snow-tilty trailers, silage feeders, and custom made trailers. In short, the inventor would take on customer needs and develop several solutions for testing. The best test won and become the customer's solution. At this point, the business had 6 workers.

## PAUL FRIESEN ERA – 1978 – 1990

When Albert was ready to retire, his son, Paul, took over the reins. Paul's first task was to convert the speed feeder to a hydraulic machine. At the same time, Paul saw value in making the tanks in stainless steel, foreshadowing the future of Friesen's. With 18 employees, Friesen's became a world wide leader in fur equipment (ranching) and shipped equipment all over the world. Paul focused on expansion by being involved in the International Fur Trade Shows that were in Salt Lake City, UT, before moving to Madison, WI.

When the fur trade slowed down, the business shifted to the agricultural industry. Paul continued the tradition of the machine shop and by the 1980's, he started making racks for the Butterball (e.g. Conagra) in Detroit Lakes, MN. Another precursor to the next era of manufacturing equipment.



<b>FUN FACT</b>
1980 – Friesen's had 18 Employees



1939 – Albert Friesen



1939 – First Facility



1967 – Second Facility

## BRETT & DAN FRIESEN ERA – 1990 – PRESENT

With the age of computers and fax machines, Paul found it hard to be excited about digital equipment and new technologies; however, the business continued to grow. By this time, Paul saw the need for his sons, Brett and Dan Friesen, to step in and guide the company to continued growth.

### FUN FACT

1998 – First year of drawing with a PC

By the early 90's, the business had to make a decision. Animal right's activist were attacking the fur industry and a decision had to be made. Friesen's had already started making stainless steel electromechanical equipment for the local Butterball plant in Detroit Lakes. It was decided, Friesen's would focus on the food industry to grow the business. Brett recalls one of the first rather complex projects was a camel back conveyor that arched over a thermoforming packaging machine to bring product to the loading area.

With this focus, Friesen's evolved into a leader in stainless steel specialty handling equipment. An integral part of the growth was essentially being the R&D group for equipment with Conagra. As Conagra diversified into Swift Eckrich, Armour Swift / Butterball, to Conagra, the company's reach gained





1978 – Paul Friesen



1990 – Brett & Dan Friesen



Present – Existing Facility

**FUN FACT**

2005 – Friesen's had  
35 employees

momentum and grew at a faster pace than ever before.

At around the turn of the century, the volume of business was growing rapidly and it was determined a new building would be needed. The new 90,000 square foot plant was constructed on 25 acres and is located in the same spot that Friesen's resides today.

Up until 2005, Brett was the only salesman, applications engineer, and mechanical engineer. The concept was developed and built off a napkin. AutoCAD was still in its infancy and often, ideas were put together and written out in basic formats. Brett recalls often traveling over 200 nights a year to meet the needs of our valued customers and perform the field measurements, sales, and service installations.

Friesen's became one of the first companies to use 3D technology and software to ensure accurate high performance in Friesen's equipment. This became a competitive edge in the industry.

Today, Friesen's is the leader in high performance hygienic systems that serve primarily the food industry. There are 130+ employees and nearly 200,000 square feet in our Corporate Headquarters.

**FUN FACT**

Present – Friesen's has  
130+ employees

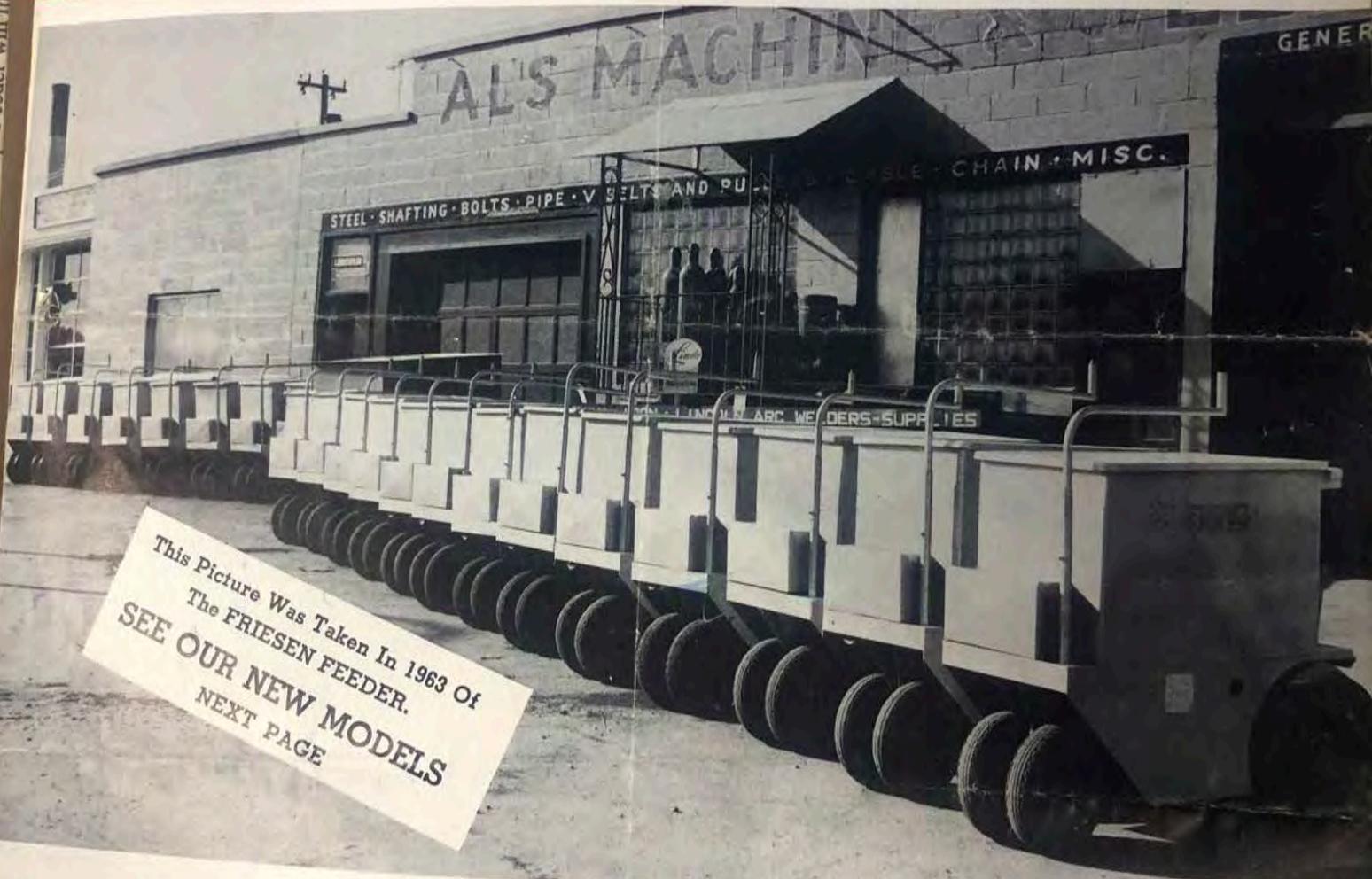
IN MEMORIAM

Al Block worked from 1966 – 2013. He was the only employee to work for all 3 generations of Friesen's

# FRIESEN'S

## SPEED-FEED equipment

DETROIT LAKES, MINNESOTA



This Picture Was Taken In 1963 Of  
The FRIESEN FEEDER.  
**SEE OUR NEW MODELS**  
NEXT PAGE

Ready for shipment from Friesen's plant at Detroit Lakes, Minnesota, is this row of self-propelled, battery-powered mink feeders. If you visit fur ranchers, you are likely to find these machines in Washington, Oregon, Montana, North Dakota, South Dakota, Wisconsin, Illinois, Michigan, Colorado, Iowa, Nebraska, and Minnesota—or in Canada, Sweden, Finland, and England.

**ORDER YOUR SPEED-FEEDER TODAY!**

MANEUVERABILITY—The Friesen Feeder will maneuver in areas not possible

machine can be tilted from high to low or vice-versa while in motion by the operator from his driving position

individual hydraulic motors on each drive wheel

# IN PRODUCTION

## Incline Metering Hopper

January 2022 – Detroit Lakes, MN

An example of an incline metering hopper that is in fabrication for a valued Friesen's customer. This example is prior to blasting or integrating controls. The workmanship from Friesen's sets the standard in hygiene for food equipment.



# TOY DRIVE

December 2021 – Detroit Lakes, MN – Friesen’s donated to the Toy Drive for the Lakes Crisis & Resource Center. All the toys below and \$90.00 cash were delivered.



# UGLY SWEATER DAY



Left to Right: Bryce Yokom, Adam Dunnigan, Jason McKeever, Jason Vandermay, Kristen Ketter, Brandon DeSautel

# FRIESEN'S FUN

## Secret Santa



# JOIN THE FAMILY

“I think it starts with the people. It’s a great corporate culture, team working, and experienced personnel help the new employees. It’s a sense of family.”

**Tom Dallman**

PLANT OPERATIONS MANAGER

“Friesen’s is a place of work where all ideas are considered and reviewed, a place of work where all are considered family and our customers are our closest friends.”

**Gene Bridges**

DIRECTOR OF CONTINUOUS  
IMPROVEMENT

# WE'RE HIRING

Call us today at  
**218-844-4437**



# GIVING BACK

## Silent Auction & Bake Sale

January 2022 – Detroit Lakes, MN  
– Friesen’s held a fund raiser bake sale and auction to raise money for an employee struggling with cancer.

The event was successful and exemplified the giving character of the Friesen’s Family.



# COMPANY BOWLING PARTY





Just a quick update from your friends at Friesen's:

Friesen's Customer Service Department has continued to stay open and available to provide any parts or services needed to keep your equipment running at peak efficiency.

Whether it's parts orders, on-site support or troubleshooting via our hotline, Friesen's has the most comprehensive support technicians ready to support you and your business.

Support Phone (218) 884-5781  
Main Office (218) 844-4437  
[support@friesensinc.com](mailto:support@friesensinc.com)



Preventive Maintenance Agreements provide great support to maximize the performance of your equipment. With the shortage of skilled labor paired with the liability of worker claims, this offering has an immediate return on investment.



# WE'RE ON YOUTUBE

Like videos? Check out our YouTube Channel featuring videos about our wide range of applications.



Don't forget to subscribe!!!

[Click here to visit us on YouTube](#)

A silhouette of a city skyline against a dark blue night sky with a green aurora borealis. The skyline includes various skyscrapers and a prominent tower with a pointed top.

# CHEESE EXPO

Global Technology for Dairy Processors

# Come see us in Milwaukee

# April 12-14, 2022

# ICE PALACE EXTRAVAGANZA



February 2022 – Detroit Lakes, MN - The Legend of King Isbit returned to Detroit Lakes to conclude the 150th celebration for the City of Detroit Lakes. Ice was harvested in January for Palace construction. The Ice Palace was the largest yet at 32' tall x 95' wide x 24' deep! The palace showcased the following favorites; King Isbit's throne fit for family photos, professionally carved ice sculptures, and King Isbit's playground filled with lights and snow sculptures that brought wintry fun for all ages.

WORK HARD  
PLAY HARD

# EMPLOYEE APPRECIATION

March 4th, 2022 – Friesen's held our annual Employee Appreciation Party for 2021. We enjoyed a fun afternoon filled with prizes and games.

The initiation fun continues – pictured on the following page, team members with less than a year at Friesen's were asked to sing the ABC song.



## SALESMAN OF THE YEAR



Brett Friesen and Jason Green present the 2021 Salesman of the Year Award to Nick Cervenka for his achievements and excellence in customer care.





WORK HARD  
PLAY HARD

# ON THE ROAD

## Process Expo

November 2021 – Chicago, IL - The sales team represented Friesen's at the Process Expo. It was obvious that brand awareness is continuing to spread as the interest in Friesen's capabilities remains of great interest to our valued customers and potential prospects. From L to R – John Dattilio, Nick Cervenka, Andrew Friesen, Brett Friesen, Jason Green, and Shane Peterson.



## IPPE

January 2022 – Atlanta, GA – The sales team represented Friesen's at the International Production and Processing Expo (aka The Poultry Show). Despite the Covid Omicron scare, the attendance was good and there were many positive remarks about the continued growth and reach of Friesen's from coast to coast. More than 70 meetings were held with equipment displayed at the FOSS and Linde Booths.



# THE INDUSTRY LEADER IN TRIM MANAGEMENT



## CUSTOM SYSTEMS INTEGRATOR

- Proven Algorithm Controls for Combo Building
- Proven Trim Upgrade Options for Increasing Lean Points
- Automatically Sort Random Meat into Verified Lean Point Combos
- Real Time Information Provides Optimum Trim Management
- Custom Designed Layouts to Fit Your Available Floor Space



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**24/7**  
HOURS  
SERVICE

# FOOD DRIVE



October 2021 –  
Detroit Lakes, MN

Friesen's donated  
275 pounds of food  
and \$120.00 cash!

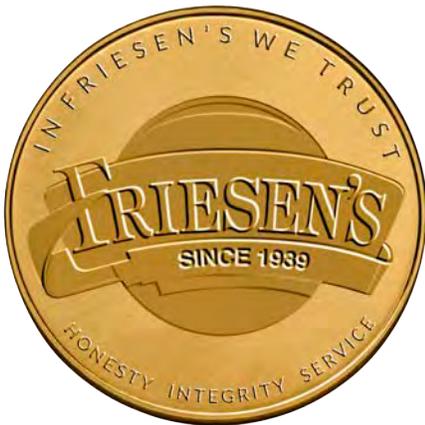


# CHILI COOK-OFF



# FRIESENSOPOLY

March 2022 –Detroit Lakes, MN  
– The Friesen’s Leadership Team showed their appreciation to the owner’s of Friesen’s by providing a custom-made Friesensopoly board as a token of appreciation.



## BE ON THE LOOKOUT....

### ENJOYING THE DL?

Your thoughts matter. If there is anything you'd like to see in future newsletters, please let us know and we'll take it into consideration!

Watch for information on Friesen’s high-speed merging systems in our next newsletter!



# CUSTOM DESIGNED FOOD PROCESSING SYSTEMS *by Friesen's since 1939*

**DEPENDABILITY  
YOU CAN TRUST**

We've been designing and delivering customized engineering solutions for food processors since 1939.

Engineering is the backbone of Friesen's approach. Our in-house engineers are expert system integrators.

24/7/365 Nationwide service and support guaranteed.



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