

# Winning solutions from GSR

What are the determining factors that lead customers from all over the world to place their trust in GSR's working method

**G**SR can today be satisfied with its developments in the Italian and international markets that are bringing new challenges and achievements.

A full order book to 2021 is an important confirmation: the attention that GSR has always had towards research is the winning factor that allows the company to be always up to date on the latest innovations and continuous market developments and, consequently, consumers' needs.

#### Positive attitude

This attitude has led GSR to serve an international market that is now rapidly evolving and growing: the greatest buzz, at this moment, is taking place in Asia and Latin America. Here the chocolate consumption increase is leading to a greater demand for semi-finished products such as cocoa butter and powder. There however, production capacity is in deficit compared to a very high demand. For this reason, international companies are trying to fill this gap by increasing their production capacities even at the local level.

GSR expansion does not only concern sales volumes but also its product portfolio; It was only last year that GSR presented its new line, the 20 pots cocoa press; This year the Italian company has in-store a series of innovations that will have an impact on the sector; Understandably, the new

products are still secret since the official presentations will be held in the second half of the year. Watch this space ...

Innovation, and confirmations that derive from an extremely positive momentum. Indeed, the demand for complete pressing lines remains very high, with projects ranging from laboratory lines, such as the 1-pot press to very large production with 18-20 pots presses.

#### Key success factors

The performance of presses which is confirmed to be very high. In particular, the fact that inside the panel remains a very low cocoa butter residue, is a very important feature for producers who must meet the needs of today's consumers. The latter sees chocolate as a functional food, and consequently is very attentive to the benefits of cocoa, preferring a product containing high nutrient content with a low percentage of fat and sugar.

Among the reasons for success we find the speed of the pressing cycles: the GSR presses can in fact perform an increased number of cycles per hour, thus processing more tonnes / hour.

Another value that is increasingly at the centre of the global debate is the one of sustainability: the GSR pressing lines optimize floor space with low energy consumption, as well as implementing a series of conscious and sustainable practices.

With such a high demand for orders,

GSR has started the expansion of its production unit: a natural consequence of the success that the Lecco-based company is experiencing in markets all over the world. The headquarters will always remain in the province of Lecco, in Italy because, here there is an unparalleled tradition of mechanical precision; an art that knows no rivals; the start of the new unit construction is set for September 2019.

#### A complete range

At GSR we cover a complete range in terms of productive capacities, which is adapt to all your needs. An accurate standardization matched with the quality system of our pressing lines makes them a safe and reliable investment.

Although our pressing lines are technically standardized, they are designed in function to every kind of installations and needs.

Our pressing lines are equipped of an intelligent management system which keeps the pressing process efficient, obtaining more quantity of butter and cake in the shortest possible time.

We use the highest quality materials, with high mechanical resistance and hardness. They are certified before using them on each component of our pressing lines. Special profiles have been studied to obtain high mechanical resistance and hygiene, achieving low consumption of felt rings.

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