



Univer implements large-scale project with support from Norway Grants

The company based in Kecskemét is implementing an over HUF 3bn project this year to modernise its technology and support tomato processing of a high quality and quantity. As part of the project, Univer submitted a project proposal to subprogramme 1 of the Green Industry Innovation programme of Norway Grants.

Subject of subprogramme 1:

Reduced waste production and reduced air, water and soil pollution

Title of Univer's project proposal:

Research and development, food technology modernisation, capacity doubling, food industry waste reduction and energy efficiency enhancement

Date of submission: 15 November 2013

Total project budget: **HUF 1,163,131,621**

Funding applied for: **HUF 453,440,000**

Own funds: HUF 709,691,621

Ratio of applied funding: **38.98 %**

Based on the evaluation of the project proposal, the company was awarded the full amount of the non-refundable grant requested.

History

Since its establishment over a hundred years ago, canning company Kecskeméti Konzervgyár Zrt. has developed a recognised and reputable product portfolio capitalising on the excellent conditions available for growing fruit and vegetables in the region between the rivers Danube and Tisza. Univer Product Zrt. acquired a majority stake in Kecskeméti Konzervgyár Zrt. in 2003 whose site is now used for producing baby food and other heat treated sauces, dressings, premium quality jams, fruit juices and tomato paste.

In 2014, Univer will double the output capacity of its tomato processing plant upgrading its entire technology chain from soil to end product. This capacity upgrade is implemented through technology modernisation and energy efficiency enhancement.



Environmentally conscious tomato production and processing

Univer's project can be a catalyst to the relaunch and expansion of discontinued technologies and help reverse the demise of Hungarian tomato industry.

The national economy will also benefit if the project is used to set an example for other tomato processing plants and encourage them to implement environmentally friendly yet cost effective technologies.



Univer has always been committed to environmentally conscious practices, kept its CO₂ emissions under control, and made effort to save energy, implement paperless operation and reduce production waste. This project will further increase this commitment. Saving on the cost of fuel will also help Univer maintain and improve its market position. In addition to protecting Univer's own jobs, the project will also indirectly support tomato growers through creating marketing demand and securing their living.

Green Innovation Programme, Norway Grants

In November 2013, Univer submitted a project proposal titled "Research and development, technology modernisation, capacity doubling, food industry waste reduction and energy efficiency enhancement" to the Green Industry Innovation programme of Norway Grants. The activities performed under the programme will be a key component of Univer's over HUF 3 billion 'tomato' project.

As part of the project, Univer wants to develop its tomato processing technology in an innovative way and double its capacity. Extending the tomato processing cycle, the production line can be made capable of processing up to 100,000 tons of raw tomatoes in the long run.

The innovation will result in major technology changes. The company plans to reduce its specific water consumption and waste water output. Rather than ending up in the junkyard, the generated sludge will be recycled on farmland. This will be combined with a technology reducing both the quantity and moisture content of tomato waste. The burning of tomato waste will also reduce the plant's CO₂ emissions. Last but not least, the quantity of packaging materials used will also be cut as part of the project.





Waste output will be significantly reduced along the entire technology chain – from washing to packaging – which means that Univer will fully satisfy the programme's requirements while it will also enhance its energy efficiency.

The future of tomato processing

The ultimate goal is to establish a state-of-the-art, environmentally conscious and energy efficient tomato processing plant with double capacity in Kecskemét based exclusively on the produce of Hungarian tomato growers, producing minimum waste and releasing competitively priced products marketable in and outside Hungary.

"It was a great pleasure and honour for us to be informed by the International Development and Fund Coordination Agency Co. Ltd. a couple of weeks ago about the selection of our project proposal for funding by Szent István University, the Operator of Norway Grants' Industrial Innovation Programme. Once the funding decision was made, our company started procuring the technology equipment needed to implement our project goals at its own risk. Construction and utility development are already at full swing at our site in Szolnoki út. This will help us efficiently create the conditions of environmentally conscious production in our new plant soon to be completed", said Erika Szőke, Chief Production and Technology Officer of the company, at a press conference.

More information:

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Univer Product Zrt: Fully Hungarian-owned Univer Product Zrt. based in Kecskemét is one of Hungary's leading food companies. Univer has four major product categories including liquid condiments (mayonnaise, mustard, ketchup, salad dressings and table sauces), Hungarian-style condiments (Red Gold/Piros Arany, Erős Pista, Goulash Paste, onion and garlic sauces), baby food and gastronomy products. Univer is a market leader in the mayonnaise, mustard, ketchup and Hungarian-style condiment categories. Univer Product Zrt. is member of the Univer Group. Other members of the holding include supermarket chain Univer Coop Zrt. and Alföld Áruház, one of the oldest department stores of the region. Univer has the primary goal to improve the recognition and reputation of Hungarian products and Hungarian workforce. With its activities it aims to boost the Hungarian economy and create new jobs. For more information please visit Univer's websites at www.univer.hu, www.bebietel.hu or call 06-40-200-761 (charged at local tariffs).

