

Maestrani boosts chocolate mass production efficiency with B&W

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Swiss chocolate producer Maestrani Schweizer Schokoladen AG and Swiss technology group B&W are taking their long-standing partnership to the next level through digitalisation. With the support of B&W's advanced digital solutions, Maestrani has achieved an 18 per cent increase in production efficiency, while gaining transparency and laying the foundation for a smart factory.

With a heritage spanning more than 170 years, Maestrani produces over 4,500 tonnes of chocolate annually for its iconic brands Minor, Munz, and Maestrani. At its Flawil site, the company also welcomes over 230,000 visitors each year to its immersive Chocolarium World of Discovery.

Guided by its purpose of "making the world sustainably happier, bit by bit," Maestrani is committed to continuous improvement and innovation. "To meet growing consumer expectations and ensure our long-term competitiveness, we must be faster, more adaptable, and ready for future challenges. Digitalisation plays a key role in achieving this," says Christoph Birchler, CEO of Maestrani.

In 2016, Maestrani initiated its digital transformation journey in collaboration with B&W, aiming to enhance process transparency and efficiency. Central to this effort is B&W Insights, B&W's digital platform that connects machines, aggregates data, and visualises operational performance.

By installing intelligent sensors across critical equipment, Maestrani began capturing real-time data from various production steps, including mixing, refining and conching. B&W Insights consolidates this information, enabling operators and managers to monitor key performance indicators (KPIs), identify inefficiencies, and make data-based decisions.

"With B&W Insights, we now collect and analyse dozens of data points per machine. This level of transparency allows us to move from reactive to proactive process management," says Patrik Keller, Head of Production & Logistics at Maestrani.