

# Choices for **discerning customers**

Phil Smith, Sales and Marketing Manager at NID, explains the history and technology developments in the field of jellies and gums



Gums and jellies have been known about and utilized in one form or another by mankind for hundreds of years. In medieval times, the royal houses of Europe served jellies in complex and exotic shapes to impress other visiting royalty or dignitaries.

As with many other consumer items we now take for granted, the industrial revolution marked the beginning of making jelly confectionery available to the general population in sufficient quantity and at an affordable price.

The first attempts to automate soft confectionery manufacture were

crude by today's standards with many of the first machines made from timber with the associated operations such as cooking and imprinting mould impressions performed by hand.

## **New approach to production**

With over 600 moguls sold worldwide, it would be a fair assumption to say that the majority of gum and jelly confectionery produced worldwide over the last 60 years have been produced on NID moguls.

When NID entered into the design and manufacture of moguls to produce gum and jelly confectionery by the starch moulding method in the early 1950's, the automation of the manufacturing process had still not advanced as quickly as automation in some other industries such as the automobile industry.

Hans Faerber, the founder of NID, quickly identified the shortcomings of the gum and jelly manufacturing process that was common the late 1940's. He soon realised that the only way to finally lift starch moulded confectionery out of the luxury category and make them readily available to anyone at an affordable price, was to automate the starch moulding process so that confectionery manufacturers could reduce their overheads and consequently their selling price.

Hans concluded that the approach needed for the confectionery industry was the same as Henry Ford had introduced for the car industry three decades earlier.



The first NID moguls could produce gum and jelly confectionery at the then unheard of speed of 22 trays per minute. This founding basic principle of minimising our customer's costs through automation and innovation is still the prime focus of NID starch moulding equipment today.

## **60 years of development**

The latest NID M3000 high-speed mogul represents the pinnacle of mogul development so far and 60 years of continual development and innovation.

As the buying public becomes more discerning in their choice of gum and jelly confectionery at the supermarket, confectionery manufacturers have themselves had to become more innovative about the look, feel and taste of their products.

NID is proud to have been associated with many of these innovative companies and has developed technology specifically for this purpose.

Gums and jellies now come in a vast array of geometric shapes and combinations. With the introduction of the NID Tri colour pump, which is capable of depositing 3-colour articles in one shot, the variety of gums and jellies possible on NID moguls is limitless.

