

# HAFFMANS TOTAL LAB SOLUTION SERENGETI BREWERIES

## CASE STUDY



### KEY FACTS

**Location**

Moshi, Tanzania

**Application**

Brewery

**Scope of supply**

Delivery and installation of all relevant analytics for a brewery lab, employee training

**Start-up**

2011

### FAST, FASTER, TOTAL LAB SOLUTION (TLS)

Pentair Haffmans has implemented a brewery lab for Serengeti Breweries Ltd., Tanzania, in just three weeks.

Serengeti Breweries Ltd., the second largest brewery group in Tanzania, officially put into operation its completely modernized and extended brewery in Moshi in late 2011. So that it could fulfil its analytical role at the critical phase – the beginning of production operations – the brewery lab had to be implemented and employees had to be trained in a very short period of time. There were, in fact, only three weeks for the entire project. The solution was a Total Lab Solution (TLS) from Pentair Haffmans.

Serengeti Breweries Ltd. (SBL) is a subsidiary of Kenya-based East African Breweries (EAB), which, in turn, is majority owned by the global Diageo Group. The new brewery in Moshi has a capacity of 400,000 hectoliters per year, which can be expanded to 800,000 hectoliters at any time. The investment is part of EAB's strategy to continuously adjust production capacity according to increasing demand with the aim of securing and building on its leading market position in East Africa.

The facility in Moshi produces, among others, Serengeti Lager and Tusker Lager, which is EAB's flagship product. Serengeti Lager has already won gold and bronze medals at the German Agriculture Society's (DLG) highly respected beer competition.

The order to Pentair Haffmans comprised delivery and installation of the relevant analytics and employee training. Analysis equipment was supplied by both Pentair Haffmans and partner companies.

The most important products supplied by Pentair Haffmans were:

- c-DGM (combined CO<sub>2</sub>/O<sub>2</sub> measurement)
- Vos Rota 90/25 (turbidity measurement)
- CPT 99%-100% (CO<sub>2</sub> content/purity)
- NIBEM TPH (foam measurement)

Alcohol measurement equipment, a spectrometer as well as several incubators and a dry oven were purchased from partner companies. In addition, all necessary operational supplies were purchased. This equipment means the lab is suited to both chemically/technically analysing the end product as well as monitoring fermentation by means of microbiological processes.

**Fast implementation**

Although the Total Lab Solution concept from Pentair Haffmans was specifically developed to focus on setting up the lab as quickly as possible, the project in Tanzania was a real test of the company's efficiency. Delivery times are usually between four to eight weeks.

The principle of "up front clearance" helped to save time and was possible due to TLS standardization and Pentair Haffmans' experience in international project management. This meant, for example, that all documentation required for exports to Tanzania or approval within the EAB Group were made available on short notice.

In the end all planning, procurement, documentation, exports and deliveries to the brewery were completed in only two weeks. Pentair Haffmans used the third week for the installation work and training of Moshi brewery employees.

# HAFFMANS TOTAL LAB SOLUTION

## SERENGETI BREWERIES

### CASE STUDY

#### ABOUT TLS

The entire project was completed on time. As planned, SBL was able to analytically guarantee the predetermined production and product parameters when the new brewery was put into operation. According to EAB and SBL, the reasons for awarding the project to Pentair Haffmans were the promise of the most modern measuring and analysis technology, good service, fast implementation, and finally, of course, confidence in the Total Lab Solution.

The brewing and beverage industries require reliable labs, regardless of whether a production site is operational or newly built, or whether it is being extended or modernised. The Total Lab Solution (TLS) concept from Pentair Haffmans is the right solution when a lab such as this needs to be designed, delivered and installed with the highest efficiency. At short notice. Worldwide. The selection of solutions ranges from a simplified special Mini Lab Solution for small operations to ready to use complete packages comprising analysis equipment, consumables, supplies and furniture. In addition, the TLS always includes competent training for employees.



#### TLS - Key Benefits

- Standardized system  
— swift implementation
- Coordinated, tried and tested analysis technology — maximum safety
- No internal project management required  
— cost savings
- One contact for the entire project  
— high efficiency

#### HAFFMANS BV

P.O. BOX 3150, 5902 RD VENLO, NETHERLANDS WWW.HAFFMANS.NL

All Pentair trademarks and logos are owned by Pentair, Inc. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Pentair reserves the right to change specifications without prior notice.

Pentair is an equal opportunity employer.

TLS MOSHI E-5/12 © 2012 Pentair, Inc. All Rights Reserved.

