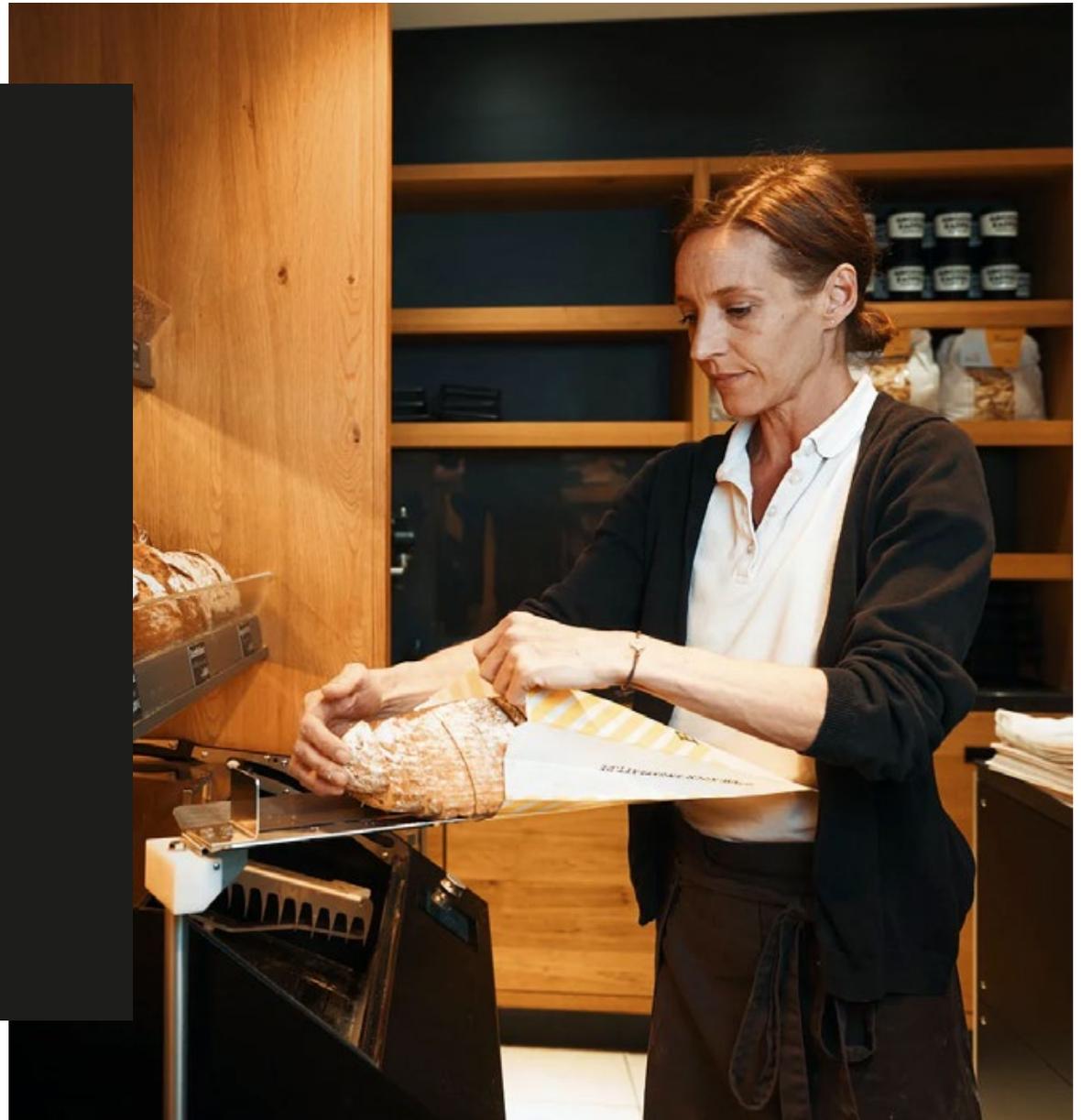


CASE STUDY

# CSP meets the increased demands of the Koch artisan bakery

Modern slicing technology enables efficient sales and a relaxed café experience





**T**he artisan breads from the Koch bakery are well-known and popular in the region. The daily throughput is accordingly high. The bakery café is also doing well. However, the old bread slicer no longer met the requirements for efficiency, slicing quality and smooth operation. A new machine was needed.

## A baker at heart

Thomas Koch has put his heart and soul into the art of baking. The master baker and pastry chef, who is also an enthusiastic bread sommelier, deliberately and very successfully sets himself apart from the bakery chains with his handcrafted products. He uses only selected regional raw materials and relies on a long dough proving period to make his baked goods particularly light and digestible. This quality is appreciated: the company, which is based in Balingen and Bisingen,

sells around 200 loaves of bread from its own production every day.

The café and bistro are important additional sources of income for his bakeries and keep customers coming back. However, the enjoyment of coffee and cake should not be impaired by the sales process, either in terms of atmosphere or noise. This is very important to Koch.





COMPANY

# Bäckerei Koch GmbH

For four generations, the Koch bakery has stood for a passion for baking. The Engstlatt bakery combines traditional recipes with modern craftsmanship. At the heart of the bakery are handmade breads with aromatic crusts, oven-fresh crustis

and the popular butter-yeast loaf. Bäckerei Koch has close ties to local sports: the company supports and supplies handball and soccer clubs with fresh baked goods.

Family-run traditional bakery since 1908

1 headquarters with bakery, 3 additional branches

Café, lunch menu and events

50 employees

More Information: [koch-engstlatt.de](http://koch-engstlatt.de)





“ Our Zollerngold is a special creation of our own. We bake it from Zollernspelt, a valuable spelt variety grown without the use of chemical pesticides by a farmer we trust in nearby Wessingen. That’s what we mean by quality!“

**Thomas Koch**  
owner of Bäckerei Koch GmbH

## CHALLENGE

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# Taking bread sales and café operations to a new level



About 80 percent of the customers at the Koch bakery prefer pre-sliced bread. Thomas Koch shares their expectations of the slicing results: it has to be fast, even fresh bread has to be sliced cleanly and placed in the bag, and the noise level in the bakery has to allow pleasant communication with the sales staff. The old bread slicer could no longer meet these requirements. It was getting on in years, and the loud running noise interfered with communication. The machine was also outdated in terms of speed, precision, ease of use and cleaning requirements.

fee. Guests should be able to feel comfortable, chat, and stay - perhaps for a second cup. So the task was to create a quiet atmosphere. Finally, it was important for Thomas Koch to be able to call on customer-oriented technical service quickly when needed, so that the heart of his bakery is always ready for action.

### Relaxed coffee enjoyment

The noise from the old bread machine was also affecting the café's business. But even if the café is connected to the shop, it should still be possible to enjoy a relaxed cup of coffee.

## SOLUTION

# Slicing fast, quiet and in highest quality

Thomas Koch has relied on Bizerba for many years and has had good experiences with both the products and the service. His new bread slicer should therefore also be from Bizerba. He decided to try out the CSP Assisted Sales. The new machine arrived in November 2024 and scored points right from the start during installation, as it fitted perfectly into his existing bread rack without any conversion work. After extensive testing, Thomas Koch decided to purchase the machine.





“ Out of conviction for the craft, I actually prefer slicing by hand. But for the time savings and precision, there is no alternative to a modern bread slicer. With the CSP I have found my machine.“

**Thomas Koch**  
owner of Bäckerei Koch GmbH

# Performance test passed

With approximately 200 loaves of bread of varying shapes and textures every day, a bread slicer needs to be powerful and precise. With its Teflon-coated circular blade, the CSP cuts up to 200 slices per minute and delivers the best results with minimal waste, even with demanding products and warm bread. Important for everyday bakery work: despite its high throughput, the CSP can easily handle long operating times. The machine has been absolutely reliable since start-up, with no need for maintenance and no need to change or sharpen the saw blade.



# Intuitive operation & quick cleaning

Other key criteria for Thomas Koch were quick training for his team and easy cleaning. Here again, the CSP impressed him. It has a self-explanatory touch display and a dial that makes it easy to set the desired slice thickness. Innovative SmarterSlicing functions ensure optimum hygiene: indicators signal when the machine needs to be cleaned and the blade sharpened or serviced. Daily cleaning takes just five minutes and the CSP is simply rolled out.

## More hygienic than guillotines

When Thomas Koch was looking for a new bread slicer, a classic guillotine cutter was out of the question because of the high hygiene requirements. Such machines often have hard-to-reach areas and open blade frames, making cleaning time-consuming

and error-prone. The CSP, on the other hand, impressed him with its closed, smooth design, easily accessible components and selectable automatic cleaning functions. Add to that a crumb-free cutting system, antibacterial materials and an integrated UV disinfection system, and it was an easy decision for the discerning master baker.



# Stable conditions in the sales room and café

Customers in the bakery cafés have also noticed that the new CSP bread slicer is much quieter. There has been a lot of positive feedback about the more relaxed atmosphere. More peace and quiet also means less stress and a more pleasant working environment for the teams in the Koch bakery shops. A win-win situation: high employee satisfaction ultimately has a positive impact on service quality and customer satisfaction.



## Let's count

2000<sup>t</sup>

**loaves per day**

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4 generations

**of traditional baking**

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100%

**connection to regional sports clubs**

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„Our CSP is now seen as an essential part of our daily business. And that’s exactly what it is, because high-quality, perfectly sliced bread is and will remain a central part of our product range and customer service.“

**Thomas Koch**

owner of Bäckerei Koch GmbH

„The CSP has proven to be an extremely robust and reliable solution in daily use – exactly what counts in the demanding day-to-day life of a bakery. For our customers, it is crucial that the technology is not only powerful, but also works smoothly over the long term. We are very pleased that this is the case for the Koch bakery.“

**Nico Rewes**

Director BU Retail Germany (Bizerba)

COMPONENTS

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# The bakery Koch solution

Slicing

CSP Assisted Sales

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**LOOKS GOOD?**

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