

Optimized reliability:
Maximizing bake oven efficiency with complete conveyor upgrade

Customer: Fantasy Cookie, one of the USA's premium bakeries

Challenge

Unreliable bake oven line leading to:

- **Lost production**
  Frequent disruption and stoppages resulting in lost output.
- **Costly downtime**
  Constant repair/maintenance requirements.
- **Constant monitoring**
  Removing personnel from other duties.

Solution

IPCO proposed a complete system upgrade to include replacement of all major conveyor components as well as a new steel bake oven belt.

Results

- **100% reliability**
  New line now running without any issues.
- **Capacity maximized**
  Customer is now able to target business growth.
- **Quality assured**
  Improved process ensures consistent, high quality product.
- **Minimal downtime**
  Installation and commissioning completed to tight timeframe.

Maximizing production of premium quality cookie ranges

Fantasy Cookie Co. is a family-owned bakery business based in Sylmar, just north of Los Angeles, California. Founded in 1979, the company started out producing hand cut and decorated character cookies. Today Fantasy Cookie supplies premium quality cookie ranges to grocery stores and other retailers throughout West Coast USA.

Such has been the growth in demand for its baked products that Fantasy Cookie now operates five bake oven lines. While four of these were providing relatively trouble-free operation, one had been the cause of almost constant problems, resulting in costly downtime and lost production.

With stoppages occurring around the clock – the factory operates 24 hours a day – the line required constant monitoring, removing personnel from productive work. The problems with the line therefore represented a significant disruption to normal operations and Fantasy Cookie approached IPCO's North America sales team with a view to replacing the bake oven belt.

In order to ensure that the solution optimized overall system performance and tackled the root cause of the problems, IPCO's Swedish-based engineering team joined the NA team to carry out a detailed site inspection.

"Effective cooperation between our teams in North America and Sweden has helped Fantasy Cookie resolve the challenge of an unreliable bake oven line. The solution we delivered has transformed production, running without issue ever since."

Comprehensive solution: Complete system upgrade

These investigations revealed that a belt replacement alone would not be sufficient to resolve the ongoing issues so IPCO proposed a more comprehensive solution.

The recommendation was that, in addition to the new belt (IPCO grade 1100C, 1000 mm wide x 1.2 mm thick and 106 m long) and Compact Belt Tracker (CBT), the whole system be upgraded.

This would require the installation of more advanced components including:

- Tension/drive drums and bearing housings
- Belt and drum scrapers
- Safety plow
- Spring guide rollers
- Cast iron and graphite skid bars

Partnership: Close cooperation to meet tight schedule

The project received the approval of Fantasy Cookie's management, but only on condition that it could be delivered to a tight timeframe. A schedule covering design, manufacture, assembly, shipping and installation was agreed, and the project got underway.

Regular meetings were held throughout the design and manufacturing stages to keep the client up to date with progress and to confirm onsite specifications. A detailed installation plan was produced to ensure that work was carried out as efficiently as possible, keeping oven downtime to the absolute minimum.



The success of the project relied on close cooperation between all concerned: IPCO's North America sales and engineering teams; the Swedish engineering team; IPCO's Global Service Team who were closely involved in the installation plan; and, last but not least, the customer's own teams who were supportive throughout.

Impact: Optimized performance and reliability

The completed line was successfully commissioned by IPCO's installation team with the support of Fantasy Cookie's own in-house team, and has provided reliable, trouble free operation ever since.

So satisfied is the client that they are actively promoting the benefits of this upgrade to their own clients, and are hoping that their investment will help to secure new business from a major target customer in the US.

Maximum productivity
The reliability of the upgraded line has eliminated the disruptions of the past, maximizing output and freeing personnel to focus on productive tasks.

Premium quality product
Fantasy Cookie's success has been built on the supply of premium quality cookies. The line upgrade ensures that this quality is maintained at all times, on all lines.

Investment for growth
The quality and productivity benefits delivered by the project are enabling the customer to target new customers.

24 Hour operation
The unreliability of the old line meant that it required round the clock monitoring.

Today it delivers trouble-free performance, 24 hours a day.

Success built on partnership
Our teams worked closely with Fantasy Cookie's in-house team to ensure that the entire project was delivered on schedule.

IPCO has a long history of delivering advanced technological solutions for various industrial processes. With over 125 years of experience in steel belt and manufacturing equipment, we continuously push the boundaries of innovation.

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CST-Fantasy-Cookie-EN-11.2026

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