

• Reach the **PINNACLE**  
of **Performance**  
and **Reliability**

## FRENIC-Ace and FRENIC-Mini Drives Roast Coffee Beans to Perfection

Several years ago, Loring Smart Roast evaluated Fuji Electric's FRENIC-Mini and FRENIC-Ace Drives as a potential candidate for a new product offering. Based on a satisfactory evaluation the decision was made to implement Fuji Electric drives into Loring's newly designed S7 Nighthawk 7 Kg, commercial coffee roaster!

### Groundbreaking Control

Because of excellent performance and reliability of Fuji Electric's FRENIC-Mini and FRENIC-Ace Drives, the FRENIC series has now been integrated into Loring's entire product line of commercial coffee roasters.

Loring Smart Roast has been able to develop groundbreaking control to create a single baseline roasting profile that can be run at different batch sizes - on any Loring roaster, with consistent results. Loring offers four machines of varying size and capacity – all with the same single burner convection design.

### Improved Motor Protection

In addition to outstanding reliability and performance, Loring was able to leverage Fuji Electric ACE's custom programmable logic functions to further improve the performance and add additional motor protection, ensuring safe and reliable operation of their coffee roasters.

Loring Smart Roast is able to roast anywhere between 20%-100% of batch capacity with consistent results. This provides customers the ability to explore new flavor profiles to dial in and scale up; Or even keep your batches small for reserve roasts or to fill custom orders. There is up to 80% fuel-savings and reduction of greenhouse gases in every roast, compared to conventional roasters.



## About Fuji Electric Corp. of America

Fuji Electric Corp. of America is a wholly owned subsidiary of Fuji Electric Co., Ltd., and has been responsible for sales and distribution of the company's products since 1970. Fuji Electric Co., Ltd. Began developing power electronics equipment in 1923, and is a global leader

## About Loring Smart Roast

In 1998, Mark Loring Ludwig ran a small coffee packaging business in Northern California. Five years later, he had invented the world's first machine capable of smokeless coffee roasting. It's the same machine Loring Smart Roast stands by today, and we still hold meetings in the same little office where it all began.