



GeoBake

International Bakery Consultancy

Company Profile



Overview



GeoBake is a professional international bakery consulting company located in the Netherlands and founded by Robert Reesink.



As an energetic and creative person, Robert combines a wealth of knowledge and experience focusing on improving production processes within the bakery industry. After obtaining his professional degree in bread- and patisserie baking in the Netherlands, Robert worked as a bakery technologist in Europe, Asia, North America the Middle East

In order to solve product and/or process quality issues, Robert offers a wide range of outside the box solutions. His approach is being on the work floor to see, identify, co-operate, develop and provide practical and on-site support.

Overview



GeoBake helps leading bakeries improve their performance and tackle their most serious challenges in technology, operations, organizations and business strategy.



We are dedicated to helping bakeries grow their top and bottom lines. We do not simply advice, but also put our recommendations into practice using hand-on approach.

We help with:

- Bakery Product Improvement
- New Bakery Product Development
- Bakery Process Analyses
- Bakery Process Improvement
- Start Up Assistance

Our expertise covers the entire bakery business cycle

PROJECTS WE WORKED ON



Toast Bread



Open Top Tin Bread



Hearth Bread



Organic Bread



French Baguette



Classic Baguette



Ciabatta



Panettone



Soft Sweet Rolls



Sandwich Bread

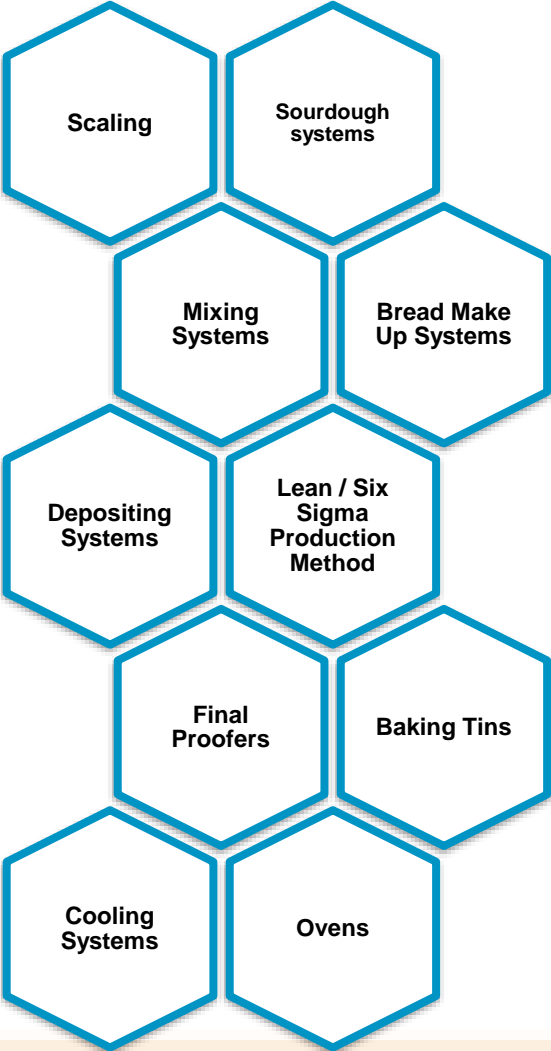


Rye Bread

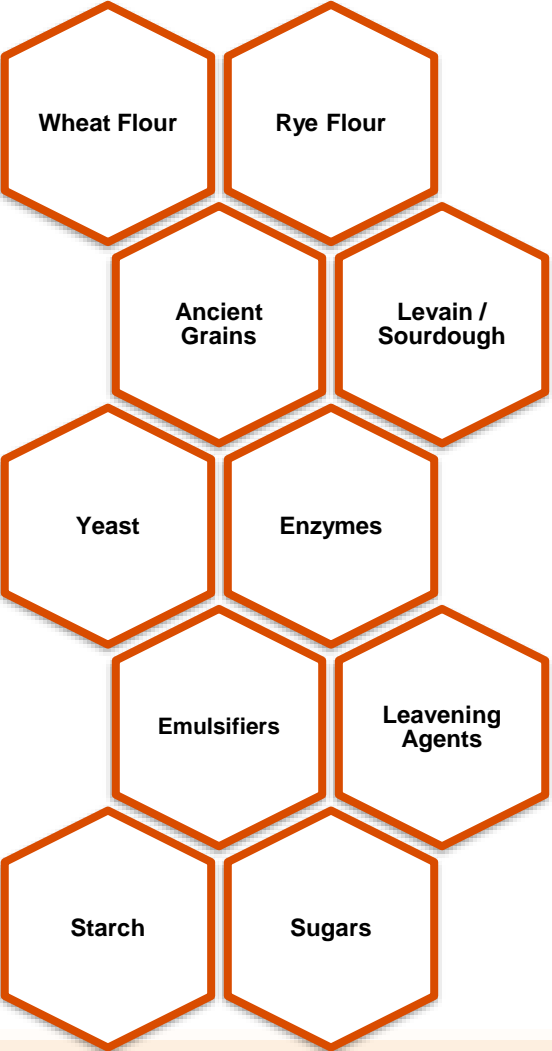


Our Competences

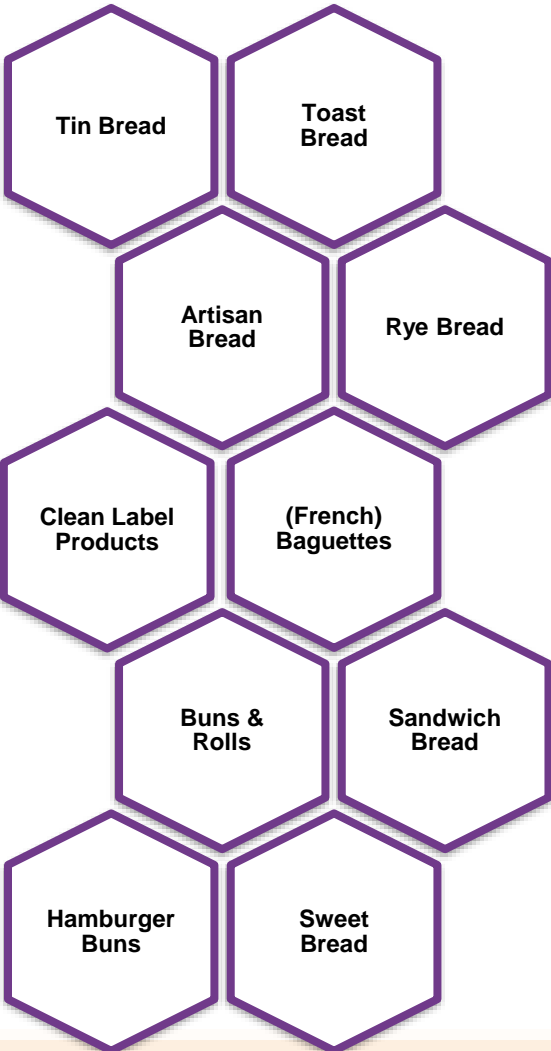
Process Technology



Ingredient Technology



Application Technology



How We Work

Our road map of increasing the current stage performance

The road map contains 5 steps:

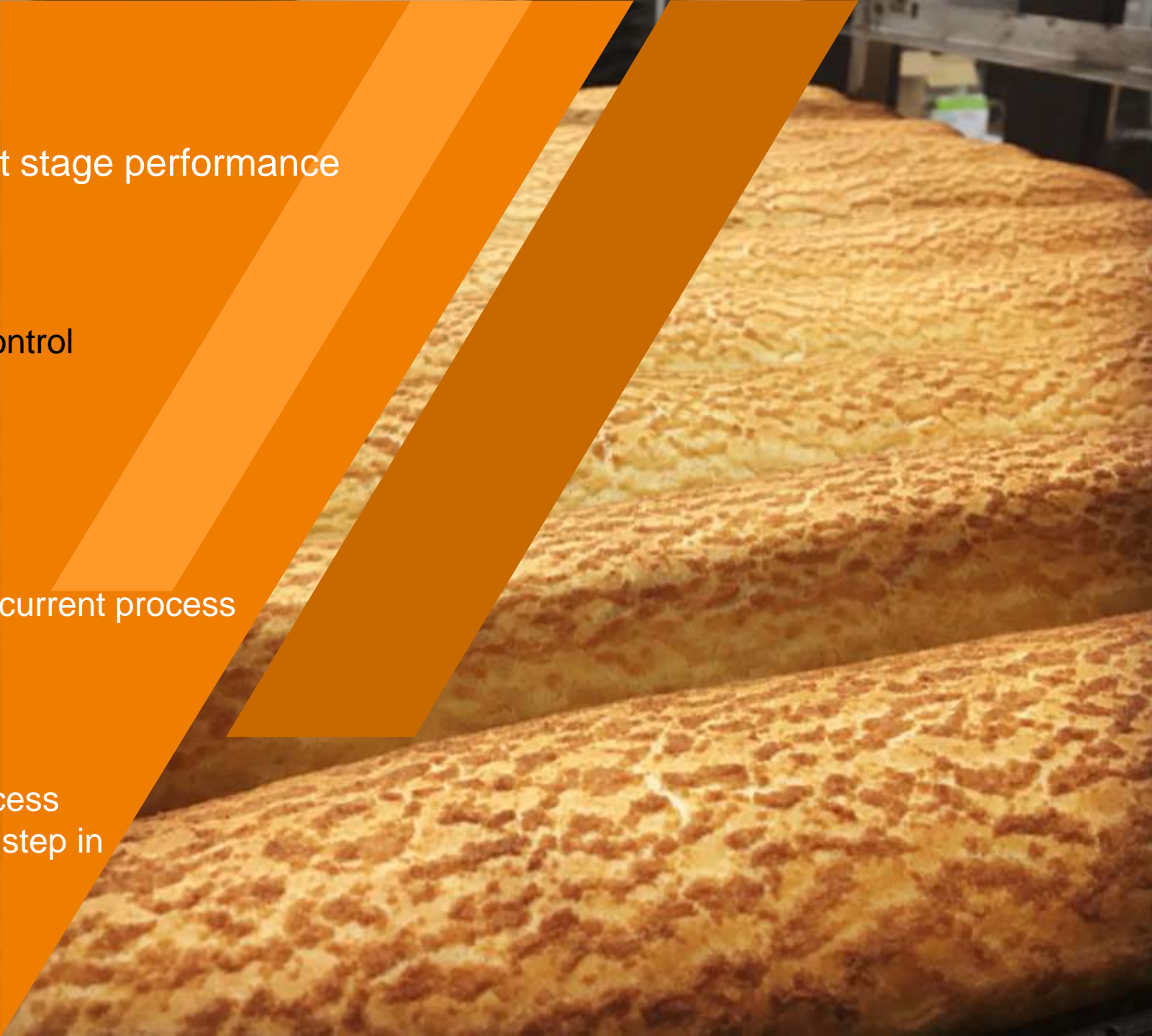
Define, Measure, Analyze, Improve and Control

Define

- Define the requirements
- Establish the goals
- Create high level overview of the current process

Measure

- Developing data collection plan
- Collection data about current process
- Define and measure key process step in process inputs



How We Work

Our road map of increasing the current stage performance

Analyze

- Identification of gap between current and desired performance
- Validate cause-and-effect relationship
- Identify the source(s) of variation

Improve

- Implementation of solution to address the root causes of the problem
- Test the solution
- Creation of a detailed implementation plan
- Measure the results

Control

- Evaluate and monitor improvements
- Establish (new) SOP



“Your Success In
Baking Is Our
Priority”



Contact Information

Schepenbank 15
6081DB Haelen
The Netherlands

Phone: +31 6 1376 8185

Email: info@geobake.com

Website: www.geobake.com



Instagram

