

Grading Insights.

SEPTEMBER 2025 | ISSUE 1
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Rivermaid skyrockets
its grading capacity

How to deal with
capacity and labor
challenges?

Maximize your harvest value
with AI grading technology



Turn every harvest into maximum value



35+

Years of grading
experience

3000+

Ellips grading
systems in use

19+

Types of fruits
and vegetables

300+

Elifab and Elisam
machines

Growing together, Smarter than ever

If you had told a fruit or vegetable grower twenty years ago that someday their grading line would use Artificial Intelligence to detect subtle defects, they'd probably ask what planet you were from. But today, they are not just open to it. They are asking for it. More and more growers and packers are actively driving change. They want to test new systems, improve performance, and even share data to help train the algorithms that are transforming our industry.

We have entered a new era of vision technology. These are not just smart cameras. They are AI-powered grading systems that are outperforming even the collective intelligence of growers worldwide. In many cases, they are spotting things that humans simply cannot.

They are also outpacing the expectations of our own engineers, who have been developing grading algorithms for over 35 years. This is a 2.0 reality. A shift from traditional vision to intelligent systems that learn, adapt, and deliver results that were once unthinkable.

In this issue, you will read what that looks like in practice. From Wada Farms reaching ROI objectives in just one year, to Costa Group achieving consistent premium pack-out in a single shift, to Palm Egypt scaling up to meet global demand. These are real results, powered by real partnerships. Whether you are grading blueberries, onions, potatoes, or citrus, the impact is clear: faster throughput, higher quality, and greater control over your business.



At Ellips Group, we believe this progress is not just about machines. It is about collaboration. We are proud to work alongside our customers and partners to build smarter systems, deliver better outcomes, and keep moving the industry forward.

This is happening now. The growers who step in today aren't just keeping up. They're leading the next era of fruit and vegetable grading. If you want to see how fast AI could impact your own packhouse, reach out to us and let's make it real.

Let us keep growing. Smarter, faster, and together.

Warm regards,

Erwin Bakker
CEO,
Ellips

**We are here for
you growers &
packers with an
eye on the future**



Investing in the future of grading

Optical grading technology is no longer just for pioneers. It's becoming the standard. More and more growers and packers, from large to smaller-sized companies, are embracing this technology to stay competitive. With AI on the rise, early adopters are seeing impressive results that skyrocket their return on investment.

We understand that transitioning to a new system is a major decision. It's an investment, a shift in processes, and often a big step. That's why we're here to guide you through every part of the decision-making process—by showing real ROI, providing hands-on experience through live demos, and arranging visits to successful customers so you can see the results firsthand.

“As the fruit industry continues to navigate challenges such as labor shortages and increasing quality demands, investments in AI and automation will become increasingly crucial to stay competitive.”

Patrick Archibeque - Rivermaid



Mohamed Elasfoury, Ulrich Braun - Elbe Obst



Reinhard Krebbers - Wilhelm Weyers

Grading for performance, service for peace of mind

We're here to ensure that no matter how many millions you grow, every fruit or vegetable is graded at exceptional speed, with minimal waste. Batch after batch. Year after year. This reduces your costs, labor and grading hours, leading to increased control, flexibility, ROI and customer satisfaction.

What sets us apart? Cutting-edge Ellips technology working hand in hand with Elisam and Elifab machinery, all designed to integrate seamlessly. This combination empowers your business to adapt quickly to changing demands and deliver consistent quality. Just as important: our service commitment. A dedicated team of professionals ready to support you 24/7, ensuring you always have the advice and expertise you need to keep your business running smoothly. Take that step forward. Let's grow together.

“It was incredible to see how we started with a blank slate and built the perfect machine for our needs. Making the biggest investment of my life felt easier. The team truly understood our business and what we wanted to achieve.”

Howard Hansen - Hansen Orchards

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How family values built a global vision tech leader

For over 35 years, Ellips has grown from a small start-up to a global leader in fruit and vegetable grading technology, built on family values and a mission to help growers and packers succeed. Today, the next generation of the Bakker family is continuing that mission with the same dedication and values.

From university project to global impact

The origins of Ellips trace back to Erwin Bakker's time as a student, when a university project sparked his mission to improve fruit and vegetable grading. Inspired by his experience in a packing hall—sorting pears by hand—and the potential of vision technology, he set out to create a smarter, more efficient solution for growers and packers. Ellips began in a small container on campus, where Erwin collaborated with fellow students who remain part of the company today.

Building a global presence, step by step

Over the decades, Ellips has installed more than 3,000 grading systems worldwide. To meet growing demand, Erwin developed a global sales and support network, ensuring Ellips' advanced solutions come with local expertise and hands-on service. Erwin didn't just stay in the office; he filled multiple roles—flying around the world to support customers as a developer, sales rep, support engineer, and CEO all in one. That personal, passionate approach continues to build long-term trust and success.



Elisam: born from challenge, built on trust (2010)

When Sammo, a key Italian partner, went bankrupt in 2010, Erwin didn't walk away. Instead, he invited 15 of Sammo's passionate employees to start fresh. From that moment, Elisam was born, producing some of the world's most advanced grading machines.



Elifab: innovation for a new market (2016)

In 2016, Erwin teamed up with Fabricio, a designer who already worked in the fruit sorting industry. They saw an opportunity to serve the small soft fruit market with specialized machines. From that partnership, Elifab emerged, bringing tailored solutions to delicate produce.

The next generation at the helm

Today, Erwin’s children—Mitchel, Levi, and Jody—are actively shaping the future. Mitchel led Ellips’ shift to AI-powered grading, while Levi focuses on long-term customer relationships and Jody ensures even the most advanced technology remains intuitive and user-friendly. Maud, Erwin’s wife, continues to support events, host customers, and ensure the family spirit of Ellips is always felt.

A team that grows together - stays together

Many of Ellips’ original team members are still with the company, evolving from early vision systems to today’s AI-powered platforms. That continuity has been crucial to maintaining deep expertise and developing solutions that meet modern growers’ needs.

Supporting growers and packers like family

Working with Ellips means more than buying a machine—it’s a partnership built on family values, trust, and practical solutions that help customers succeed, today and for generations to come.



Looking for a technology partner who shares your values?

[Click here to learn more about the Ellips Group](#)





Wada Farms surpasses its ROI objectives in the very first year using optical grading technology

As a leading grower of fresh potatoes, Wada Farms set out to improve efficiency, enhance product quality, and reduce reliance on manual labor—all while preparing for future growth. With rising labor costs, strict customer demands, and the limitations of manual and mechanical sorting, these goals were ambitious.

By investing in the Elisam grader powered by Ellips True-AI technology, Wada Farms took a major step forward. The result? Faster throughput, greater quality consistency, and achieving their return-on-investment objectives in the very first year. Thanks to these achievements, Wada Farms now confidently meets customer demands, handles larger volumes, and has significantly reduced labor requirements -all while opening new opportunities for growth.

“This project surpassed our ROI objectives in the very first year. Ellips-Elisam delivered a five-star performance, and we had the pleasure of working with a world-class company.”

Kip Yeates - Vice President of Fresh Operations, Wada Farms



The results speak for themselves:

- ✓ **Labor related to manual sizing and sorting reduced by 75%**, lowering operational costs and improving efficiency.
- ✓ **Increased grading capacity by over 20%**, reaching the first-year production target within just 30 days.
- ✓ **Improved quality consistency and operational flexibility**, enabling Wada Farms to better respond to strict customer requirements.

Tackling the toughest potato challenges head-on



- **Based on labor availability and overall costs**, we strive to enhance production efficiency.
- **Meeting demanding customer standards** required delivering consistently sized and graded products—something that was difficult with existing processes.
- **In order to avoid false positives and increase returns**, grading accuracy needed to improve.
- **Sorting by hand is challenging**; despite best efforts, humans can overlook details and make unintentional mistakes.
- **Mechanical sizing and manual sorting have limitations** related to grading, product handling, capacity and the ability to meet ever-changing customer and market demands.

Why Wada Farms chose Elisam and Ellips AI technology

Wada Farms required a solution that could handle large volumes, accurately size and sort potatoes, and improve overall grading precision, explains Kip. The Elisam grader combined with Ellips True-AI technology delivered exactly that, supported by user-friendly software, expert training, and responsive service, concludes Kip.



Early results validate investment decision

All of our objectives related to capacity, efficiency, quality and cost reductions were achieved. In fact, within the first 30 days of operation, we hit our first production milestone, reaching the throughput rate (i.e., pounds per hour) that we had established for year end, says Kip. That early success gave us the confidence to rely fully on the system. With high demands for every capital project, we've been extremely pleased—from design and installation to training and ongoing support. The entire project was simply excellent, concludes Kip.

Ready to revolutionize your business?

Click here to explore the full Wada Farms story or contact our potato specialist.





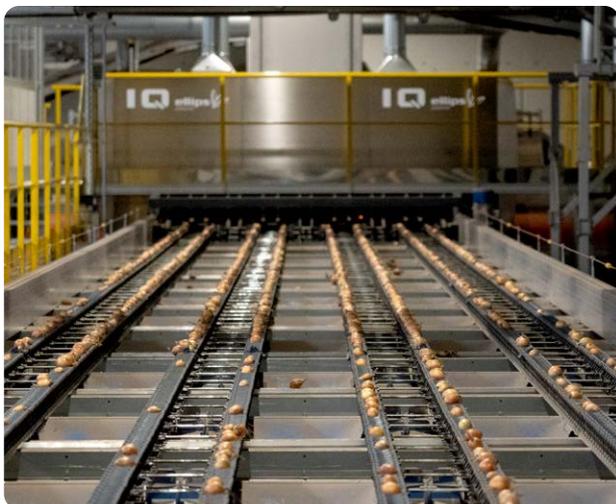
How Groka expands capacities with a guarantee for quality

As a key player in Germany's onion industry, Groka set out to double its processing capacity within five years - a bold ambition in the face of rising labor challenges, growing retailer demands, and the unpredictable nature of seasonal harvests. Manual sorting was no longer sufficient to meet these goals and internal quality control remained out of reach.

With the investment in the Elisam grader powered by Ellips True-AI technology, Groka took a major step forward. The result? Higher throughput, improved internal and external quality consistency, and full control over every batch. Thanks to these strong results, Groka now confidently meets retailer demands, handles larger volumes, and has eliminated labor bottlenecks—all while unlocking new revenue opportunities.

"The Elisam AI grader has become the focal point of our operations. We can handle larger volumes, meet retailer demands and no longer worry about labor shortages."

Volker Peters - Managing Director, Groka



Tackling the toughest onion challenges head-on

- **Finding labour is difficult**, and the costs are constantly rising.
- **Humans are less productive and make unintentional mistakes** during a shift.
- **Manual sorting led to inconsistencies in product quality**, sometimes resulting in rejected deliveries.
- **Throughput wasn't sufficient to handle the potential volumes** of the Niedersachsen region.
- **Internal quality couldn't be detected**, and seasonal variations caused additional challenges.



Why Groka chose Elisam and Ellips AI technology

Groka's leadership knew a smarter solution was needed to overcome these challenges. The Elisam - Ellips AI grader offered exactly that: accurate defect detection, consistently high product quality and reliable, high-speed throughput.

The results speak for themselves:

- ✓ **Improved product quality consistency**, reducing retailer rejections from 5-8% down to just 1-2%.
- ✓ **Increased throughput to 25-28 tons per hour**, achieving higher volumes with minimal labor—the sorting process that once required 10 people now runs with just 2 persons.
- ✓ **Advanced internal defect detection**, cutting waste from 10% to just 2-3% and turning previously discarded batches into valuable, saleable product.

Trusted by leading retailers across all market segments

Groka's customers have responded positively, with premium retailers like Edeka visiting the site to see the technology firsthand. By reducing waste and ensuring every batch meets high-quality standards, Groka has secured its position as a reliable supplier for both premium and discount markets.

Unlocking new market opportunities

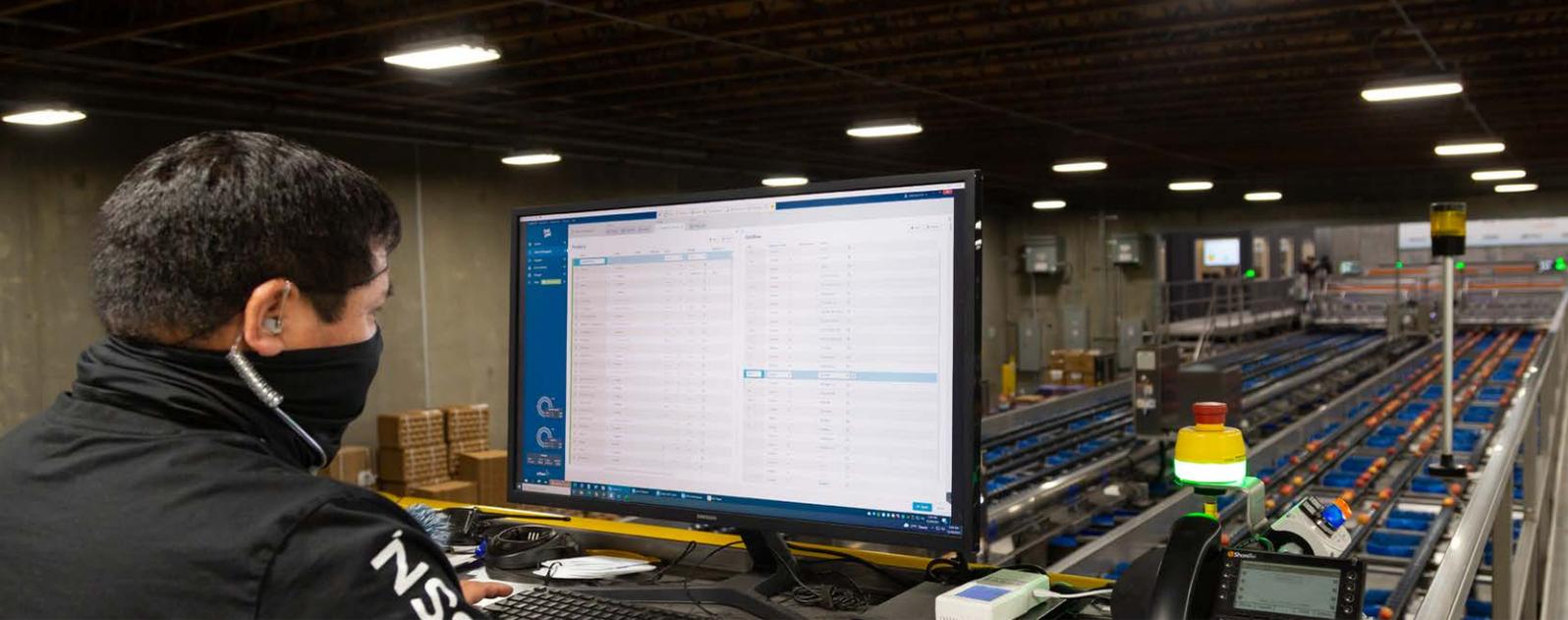
With advanced quality control and flexible operations, Groka meets retailer demands and taps into new markets. From premium onions to peeled and half-onion products, new revenue streams are growing fast—maximizing returns and opening doors to future opportunities.



Ready to revolutionize your business?

Click here to explore the full Groka story or contact our onion specialist.





Starr Ranch chose Ellips-Elisam after 5 years of intensive studies

Starr Ranch Growers, a leading grower, packer, and exporter of apples since 1934, set out on a five-year journey to find the most innovative apple grading solution on the market. With increasing volumes, growing customer expectations, and the need for consistent quality, the team knew that the next investment needed to be a long-term game-changer.

After extensive research and in-depth testing across global suppliers, Starr Ranch Growers chose the Ellips-Elisam grading line. The result? A reliable, high-speed system with accurate internal and external quality detection, efficient throughput, and the flexibility to meet diverse grading and packing requirements. Starr Ranch later upgraded to True-AI grading, enabling more accurate detection of challenging defects like stem bowl cracks, pressure marks and blossom area issues, resulting in higher quality, faster throughput and reduced manual checks.



Tackling key apple grading challenges head-on

- **Limited visibility on internal quality**
Previous systems didn't offer the level of internal quality detection Starr Ranch was aiming for.
- **Capacity needed to keep up with growth**
As volumes increased, a faster, more scalable solution became essential.
- **Looking for more reliability and uptime**
Reducing maintenance and minimizing unplanned stops was a key focus.
- **Product handling at high speeds**
Maintaining gentle handling during high throughput operation was a challenge.
- **Internal quality couldn't be detected**, and seasonal variations caused additional challenges.

Why Starr Ranch Growers chose Ellips-Elisam AI technology

After five years of detailed research and global comparisons, Starr Ranch Growers selected the Ellips-Elisam apple grading line based on the machine’s performance, quality, and long-term

reliability. The technology stood out for its ability to combine advanced detection with high-speed operation - all while maintaining gentle product handling.

Key benefits included:

- Accurate internal and external defect detection
- High throughput performance
- Consistent and gentle apple handling
- Intuitive, flexible software for easy adjustments
- Proven system reliability with minimal maintenance

“After 5 years of tremendous studies, we chose Ellips based on their unique internal and external quality technology.”

Joe Schwilke - Starr Ranch Growers

The results speak for themselves:

- ✓ **Consistent internal and external quality detection** With advanced defect detection capabilities, Starr Ranch ensures every apple meets strict quality standards - both inside and out - with confidence.
- ✓ **Throughput and reliability to scale operations** The system consistently runs at over 5 tons per hour per lane, helping Starr Ranch boost

- productivity, reduce waste, and handle growing volumes with smooth, reliable performance.
- ✓ **Flexibility and control to meet market demands** The intuitive software allows quick adjustments for different packing and grading needs - giving Starr Ranch full control to respond to shifting customer requirements.



Ready to revolutionize your business?

Click here to explore the full Starr Ranch Growers story or contact our apple pECIALIST.

[Go to article](#)

**Ensure
consistent
quality
for your
customers**





Are you struggling to identify and sort out **challenging defects**?

A task that is made even more difficult due to huge variations in quality across seasons, batches, and varieties. Nevertheless, every day you must meet the strict market standards for quality, size, shape, color, and overall appearance. Fortunately, AI grading technology can help you achieve consistent quality and meet these high standards—batch after batch, season after season.

The top challenges you might face

1. Defects and diseases damage your reputation

Each season brings different or more prevalent defects, making it tough to guarantee consistent quality. Weather extremes and stricter pesticide rules can have a big impact on produce quality. Plus, disease, bacteria, and fungus cause internal defects that are hard to spot but can spoil your reputation.

2. Rejection hurts your business

A small percentage of defective produce can dramatically increase the risk of rejection. As requirements change, you must consistently meet

your volume and on-time commitments while preserving the quality and consistency of your packed product. That's why it's essential to ensure that each piece of produce ends up in the right grade.

3. Variability in size, shape, and quality

No two pieces of produce are the same, and neither are their defects. Variability across seasons and batches makes it challenging for manual graders and traditional sorting technology to consistently sort them. This can hurt marketability and slow down your operations.



The answer to your **quality challenges**

After a season of hard work, you want maximum harvest value. That's why leading growers choose Elifab and Elisam machines—both powered by Ellips' world-leading AI grading technology. No matter the weather or batch quality, you can always deliver consistent results that build your reputation as a preferred supplier. With every piece of produce graded correctly, you'll meet every quality requirement and maximize the return on each harvest.

✔ **360° precision grading:**
With singulation, rotating cups, and advanced cameras, the Ellips AI system captures a 360-degree view to accurately grade on size, shape, color, weight, and external quality. Ellips AI technology ensures each piece of produce is analysed from every angle, catching every defect at lightning speed.

✔ **Internal defects have nowhere to hide:**
Your produce may look perfect on the outside, but the internal quality may be a different story. Ellips' internal quality technology reveals what lies beneath the surface by virtually slicing each piece to detect hidden defects before they reach the customer.

✔ **True-AI detection:**
With AI grading, even the most challenging defects are caught with pinpoint accuracy—batch after batch, season after season. True-AI models all possible defect combinations, ensuring your produce meets the highest standards, giving you confidence in consistent quality every time.



Ready to improve your quality consistency to the highest level?

[Click here to learn more about quality consistency](#)

[Go to article](#)

Seeing the unseen with AI grading

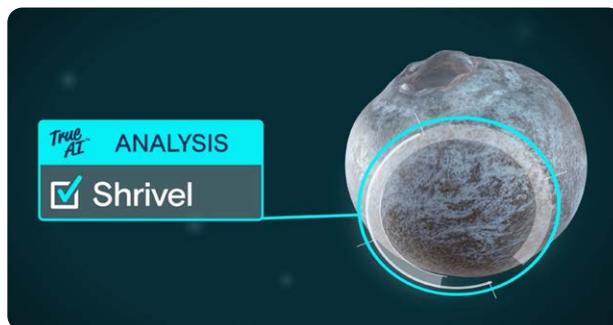


Every grower and packer dreams of ideal growing conditions for perfect quality produce. Of course, the reality remains that quality changes every season. Still your customers will expect the same high standards. Labor shortages and strict demands add to the pressure, making it harder to run an efficient operation. With Ellips AI grading technology, however, you can optimize every aspect of your operations and stay ahead.

Ready to grow your business but struggle with quality, costs, and labor?

Introducing Ellips True-AI, trusted by leading growers worldwide to consistently deliver top-

quality, even when weather and growing conditions challenge your crop. Boost throughput, cut costs, and maintain your hard-earned reputation for excellence—all with less labor.



Why is True-AI changing the game for grading?

Artificial intelligence provides opportunities to transform your grading process with intelligent automation. This technology takes over complex tasks from humans and provides new solutions that were previously impossible. With Ellips True-AI, based on advanced deep learning algorithms, you get a grading system that gets smarter every day, moving towards 100% detection accuracy. This means more accurate and consistent results for all types of produce.



✔ **Powerful defect detection for maximum returns**
Every piece of produce is different, and so is every defect. Internal and external defects occur in many ways, making it challenging to detect them all. Traditional grading technology struggles with this variability, limiting your batch's full potential. Ellips True-AI can model all these combinations, detecting even the most challenging defects with an eye for the

smallest details. This means higher quality produce, reduced waste, and improved profitability.

✔ **Perfect matches for every customer requirement**
AI delivers consistent quality every time, meeting your customers' expectations regardless of batch variability. With True-AI, you can easily respond to different conditions and market demands to deliver the perfect match, all day, every day.

✔ **Simplicity for operators, smarter for everyone**

True-AI is designed to be your operator’s best friend. It automates complex grading tasks, reducing manual adjustments and freeing your team to focus on value-adding work. With an intuitive interface and self-learning capabilities, True-AI is trained to find defects on its own, making your life easier—so even less-experienced operators can achieve expert-level results.

✔ **Speed that matches your capacity goals**

In your business, every minute counts, so does every produce. Increase efficiency, speed up throughput, and grow your customer base with AI grading built for your ambition to succeed. With AI, you grade faster, confidently tackling lower-quality batches, without slowing down.

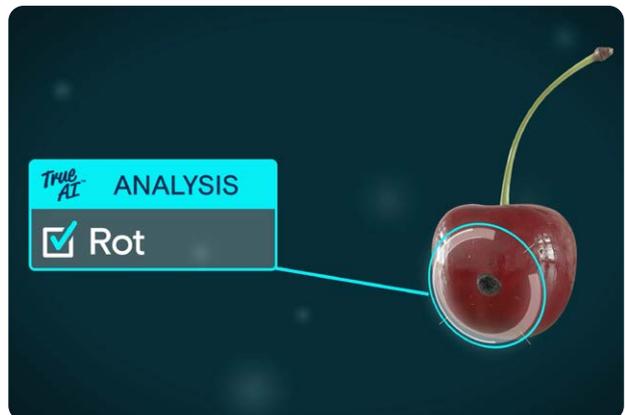
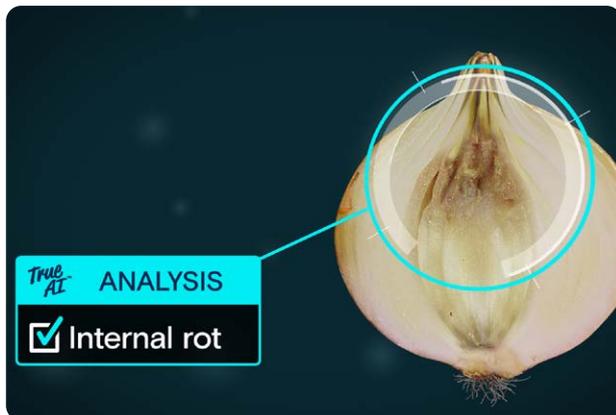
✔ **Fully automated to reduce labor**

Labor shortages are stressful, driving up costs and errors as you rush to meet deadlines. But with the fully automated AI graders, those worries disappear. Spend less time managing a workforce and more time confidently growing your business.



“What caught our attention is the machine’s ability to ‘fine-tune its eye’ on each piece of fruit. It’s made a big difference in detecting challenging defects, leading to much better grading results.”

Javier Contesse - Allegria Foods



Ready to revolutionize your business?

[Click here to read the complete story](#)





Rivermaid invests in AI to skyrocket cherry capacity with outstanding quality consistency

Setting the gold standard in cherry packing

As a cherry packer, you want the best of all worlds. Superior product consistency, maximum production capacity, and the most efficient operation possible. As a leader in the cherry industry, Rivermaid Trading Company is constantly innovating to meet their customers' demands and deliver the highest returns to their growers — while reducing operating costs.

With their investment in a 24-lane Elifab cherry grading machine (in 2024) powered by the latest Ellips True-AI grading technology, Rivermaid has taken a bold step into the future. The result? Faster throughput, exceptional quality detection, and total

confidence in every box. Based on these strong results, Rivermaid has already invested in an additional 36-lane Elifab grader for the 2025 season — doubling down on their strategy for scalable, automated success.

Today, Rivermaid represents approximately 14% of California's cherry industry, setting the benchmark for efficiency and innovation. With over 60 grading lanes now running Ellips AI grading technology, their continued investments ensure they stay ahead of market demands — delivering premium fruit at unmatched scale and quality.



"Although our expectations were high, the line did even better than expected. The 24-lane Elifab grader is running well over 20 tons per hour without any manual sorters"

Patrick Archibeque - CEO Rivermaid

Tackling the toughest cherry challenges head-on

1. **Inconsistent fruit** – California cherries are tricky, with complex colors and uneven maturity that test both consistency and speed.
2. **High standards** – Meeting strict specs for size, firmness, brix, and color takes seriously smart tech.
3. **Diverse markets** – Flexibility is key when different customers demand different grading outcomes.
4. **Volume under pressure** – Scaling up while reducing costs is essential. Faster throughput equals better margins.
5. **Unpredictable weather** – Varying growing conditions impact quality — but Rivermaid still delivers top-grade cherries.

The results speak for themselves:

- ✓ **Increased throughput** due to the faster processing speed. The 24-lane Elifab grader is running well over 20 tons per hour without any manual sorters.
- ✓ **Enhanced ability to react to dynamic customer demands** while optimizing returns by ensuring that every cherry ends up in its rightful place.
- ✓ **Improved quality consistency** with powerful AI defect detection of challenging defects, including black rot, fresh cracks, and stem area cracks.

Why Rivermaid chose Elifab and Ellips AI technology

Batch qualities shift. Labor is hard to find. Demands stay sky-high. Rivermaid needed a solution that could run itself — detecting subtle defects and optimizing every single cherry — all while preserving delicate handling and minimizing labor dependence.



Ready to revolutionize your business?

Click here to explore the full Rivermaid story or contact our cherry specialist.





Get the most value from every harvest with Elifab

Elifab provides growers and packers with industry-leading grading and packing machines for cherries, blueberries, cherry tomatoes, and other soft fruit. Elifab offers the most gentle treatment possible of the fruit while delivering the highest throughput per sorting lane. Together with advanced Ellips AI Grading Technology, we make every fruit count—protecting your quality standards and boosting profits, season after season.

A trusted partner to leading growers and (re)packers

Founded with Ellips in Spain in 2016, Elifab was created to meet the increasing global demand for grading machines that could handle small soft fruits. What started locally has now grown to more than 35 countries, with over 80 machines installed across 5 continents—trusted by the world's major growers and (re)packers—delivering consistent results, batch after batch.

Maximize throughput with minimal labor

Give your packhouse the ability to accurately sort millions of individual blueberries, cherries or cherry tomatoes at exceptional speed without damaging the fruit. Thanks to full automation, you'll achieve maximum throughput and consistent quality while reducing the need for labor.

Consistent, market-leading quality that sells itself

Extract the most value from every batch and maintain your reputation for excellence with superior accuracy. High-tech cameras capture 30 images of every single fruit, ensuring near-perfect size and color separation—and highly accurate sorting of even the most challenging defects and quality characteristics. Depending on the fruit type, that includes dehydration (shrive), softness, firmness, stem detection, cracks, stem tears, mold, rot, bloom splits, cell breakdown, cuts, black rot, and more.



Compact design that saves space-and money.

Thanks to our compact machine footprint—almost half the size of many competitors—you'll minimize your initial investment in packhouse space and construction. Plus, with a smaller system volume, you'll cut daily refrigeration costs, saving on both energy and operational expenses.

Turn every fruit into higher yields and faster ROI.

When it comes to growing fruit, you're the expert. And when it comes to growing revenue, we know how to help. With our world-class Ellips TrueSort software you'll get the most value from every single fruit, by maximizing yields and reducing food waste. Plus, you'll be able to meet specific customer demands such as longer shelf-life or larger fruit, strengthening your position as a preferred supplier and achieving a faster return on your investment.

Maximum packing efficiency with Mat Exakta

Mat Exakta, Elifab's direct partner, offers packing machines that take care of everything with minimal human intervention. It's an automatic weighing and packaging solution that easily switches between different packaging materials and formats—punnets, shakers, buckets, and clamshells—while ensuring precise lid placement and correct labeling.

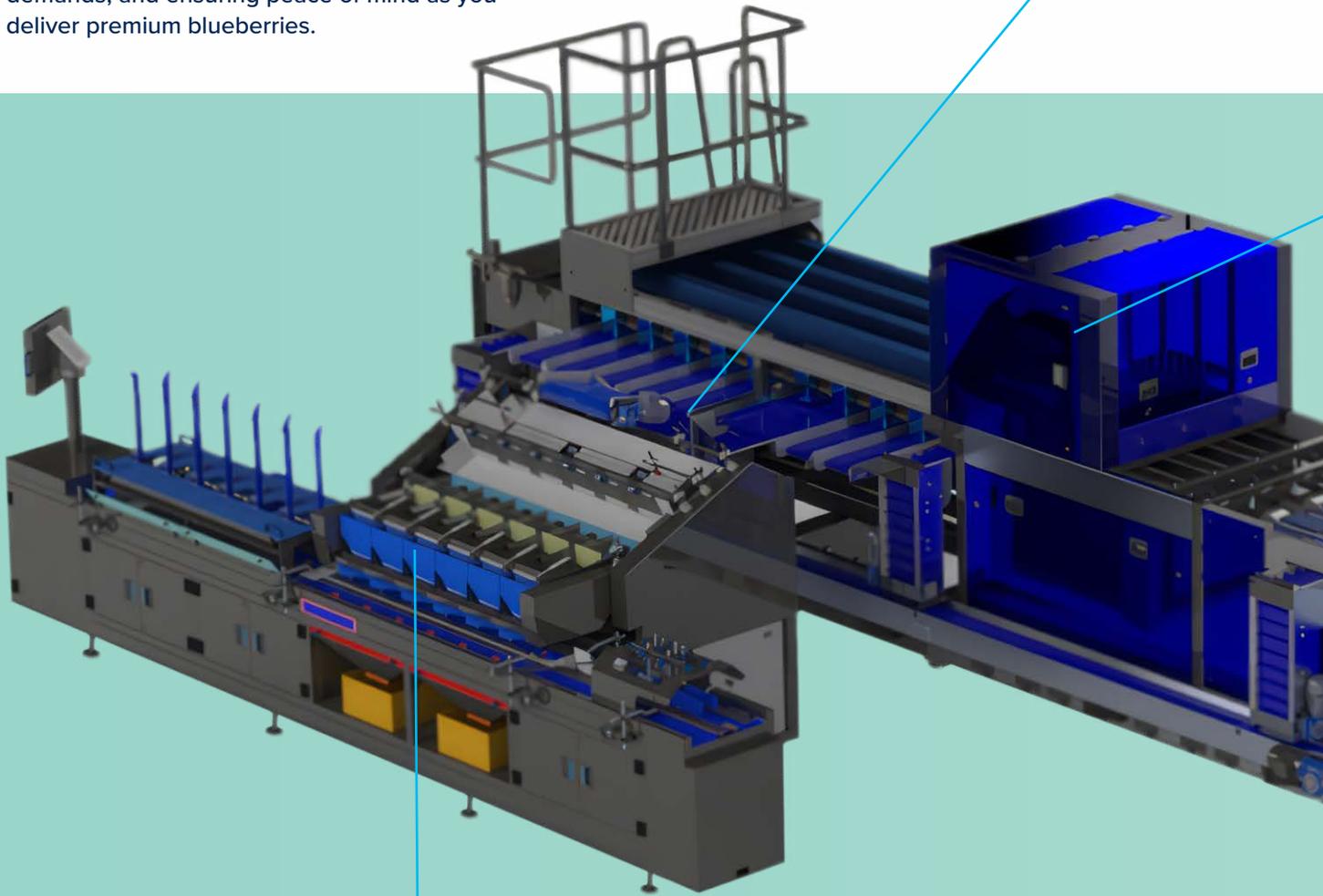
Ready to turn your harvest into higher profits?

[Click here to learn more about Elifab machinery.](#)



Elifab AI Blueberry grading

With the Elifab grader powered by Ellips True-AI technology, even the most challenging defects are caught with pinpoint accuracy, maximizing your returns, satisfying customer demands, and ensuring peace of mind as you deliver premium blueberries.



Mat Exakta automatic box fillers

A smart, automatic weighing and packaging solution that easily switches between punnets, shakers, buckets, and clamshells- no matter the format or material.

Multiple exits

Different exits allow you to separate produce for various customer demands—perfect for premium markets, local buyers, and export standards. Keeps every batch organized and maximizes your profitability.

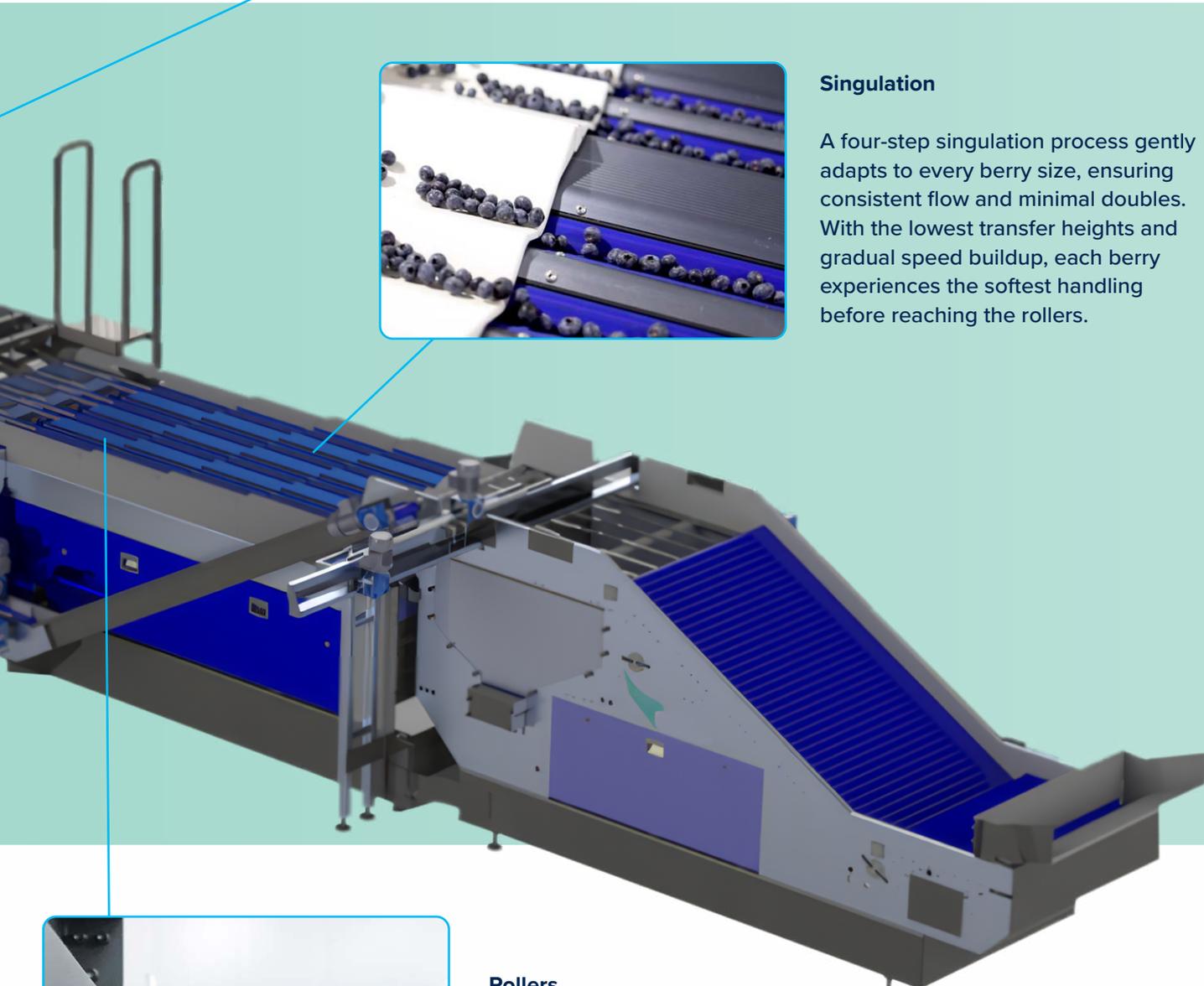


Silicon curtains

The only blueberry sorter with soft silicone curtains that reduce speed while protecting each berry from damage. Neatly collects and separates every blueberry at the exits to preserve maximum quality.

Singulation

A four-step singulation process gently adapts to every berry size, ensuring consistent flow and minimal doubles. With the lowest transfer heights and gradual speed buildup, each berry experiences the softest handling before reaching the rollers.



Rollers

Rotating rollers position every blueberry perfectly for 360° imaging by Ellips' advanced cameras, ensuring accurate grading for size, shape, color, weight, and overall quality.





How Costa Berries uses Elifab AI grader to deliver premium blueberries in a single shift

Costa Berries, part of the Costa Group and one of Australia's largest berry producers, was looking for a way to scale up their packing facilities. With the harvest volumes beginning to outpace the packhouse, reduced labour availability and rising export demand for premium fruit, the team was looking for a new solution for their packing requirements.

Costa invested in a 12-lane Elifab blueberry grader powered by Ellips True-AI. The result? A smarter, leaner operation delivering consistent, export-grade quality — all in a single shift. The team now has full control over throughput, quality, and efficiency — with room to grow, without expanding the shed.



“With Elifab and Ellips AI, we’re capable of packing more blueberries than ever — in a single shift, at premium quality”

Dewald van der Merwe - Costa Berries

The results speak for themselves:

- ✓ **Increased packing speed** — exceeded previous throughputs per hour with an expectation to more than double previous capabilities, allowing the business to handle more volume.
- ✓ **Greater sorting precision** — better handling and grading capabilities of soft fruit, bloom retention, and pests like mealy bugs, resulting in fewer rejections and a consistent good quality product for consumers.
- ✓ **Labour optimisation** — by packing more fruit within a single shift, Costa has reduced labour pressure in a remote area with limited availability.

Tackling the toughest blueberry challenges head-on

1. Labour shortages and rising costs

Labour was becoming harder to find and more expensive, putting pressure on operational efficiency.

2. Packing limitations with existing equipment

Without change, double shifts were needed to keep up with volumes, and part of the fruit would still have to be packed by hand in the field.

3. Meeting premium export standards

Strict quality demands required perfect bloom, firmness, and pest-free fruit, but the old system

struggled with subtle defects — resulting in rejected batches.

4. Growing capacity without expanding the shed

Costa needed to increase capacity within the existing footprint, without adding extra machinery or operational complexity.

5. Gaining full control over quality and throughput

Consistency across every punnet without compromise on speed.

Why Costa chose Elifab and Ellips AI technology

Costa discovered Elifab-Ellips at Fruit Logistica 2023 and conducted a thorough evaluation. Despite a higher price point, the combination of throughput, accuracy, and labour savings made the business case clear, explains Dewald.

Key benefits included:

- High-speed grading within a compact footprint
- Gentle handling to reduce bloom loss
- Smart AI sorting to catch hard-to-detect defects
- Real-time fine-tuning with instant verification
- Cleaner punnets and fewer rejections



Ready to revolutionize your business?

Click here to explore the full Costa Berries story or contact our blueberry specialist.





Rio King empowers its cherry business with AI grading

Rio King is one of Chile's leading cherry exporters, delivering premium fruit from Chilean valleys to tables worldwide. Across 5,000 hectares in Chile and Peru, the company combines decades of experience with cutting-edge innovation. In fresh cherries, reputation depends on consistency. Every box must be perfect. Every cherry must meet the highest standards. That's why Rio King turned to AI-powered grading.

By implementing a 20-lane Elifab grader powered by Ellips True-AI and 8 automatic fillers, Rio King has taken quality control to the next level. The result? Exceptional consistency, increased throughput, and gentler handling that preserves fruit quality. With AI, they detect even the smallest defects, protect delicate cherries during sorting, and deliver quality product, box after box.

Tackling the toughest blueberry challenges head-on

1. Premium quality demands

Rio King built its name on world-class cherries. Even a small defect can impact brand reputation and export value. Every shipment must be consistently outstanding.

2. Limitations of traditional grading systems

Previous optical technologies couldn't detect subtle or complex defects. The new AI system delivers superior detection of the most challenging issues,

including black rot, fresh cracks, and stem-area cracks.

3. Delicate fruit handling

Cherries are fragile and easily damaged during sorting. Elifab handles them with care, reducing bruising and protecting overall fruit quality.

4. Throughput and future scalability

To meet demand and grow, Rio King needed to process more kilos quickly. The current setup delivers high throughput and offers flexibility to expand.

5. Calibration and operational efficiency

Grading cherries at this level of precision requires smart automation and intuitive calibration. The AI system helps operators optimize performance without constant manual adjustments, improving consistency and efficiency.

"This AI machine processes more kilos and delivers a better quality in the box. We're already planning to expand with additional machines next season."

Tomás Benavente - Rio King

The results speak for themselves:

- ✔ **Unmatched defect detection**
 “We’ve achieved a high level of detail in removing defects from the fruit. Even the smallest, most challenging imperfections.”
- ✔ **Gentle cherry handling across the line**
 “One of the main advantages is the gentle handling. It significantly reduces fruit damage across the entire operation.”
- ✔ **Future expansion already in motion**
 “The Elifab machine has great potential to process more cherries. We’re already planning to expand and add more automatic filling machines.”



Why Rio King chose Ellips and Elifab

After visiting Rivermaid in California and seeing the system in action, Rio King was convinced. The test results showed standout performance in quality, capacity, and usability. From defect detection to gentle handling, the Elifab-Ellips solution delivered exactly what they were looking for. Backed by Ellips sorting AI, it offered the accuracy and reliability Rio King needed to protect their premium brand and take operations to the next level.



Ready to revolutionize your business?

Click here to explore the full Rio King story or contact our cherry specialist.





How can you improve grading capacity and reduce labor?

Struggling to meet capacity goals? **Facing labor shortages, rising costs, and tight deadlines?**

You're not alone. In the fruit and vegetable industry, speed matters, efficiency wins, and every produce counts. Labor constraints and growing customer demands make it harder than ever to maintain consistent quality and meet delivery targets. As you rush to meet deadlines, errors can threaten your reputation. Fortunately, AI grading technology can help you improve capacity and productivity, making things easier for your team.

The top challenges you might face

1. The pressure of productivity in a competitive market

Everyone is fighting for a slice of the produce market, and cost savings are crucial. Labor shortages and rising costs put productivity and margins at risk. Fewer hands mean slower processing and higher costs. When margins are thin, every minute count.

2. If you can't deliver, you lose credibility

Can you keep up with all your customer orders? Customers expect consistent quality and on-time delivery. Labor shortages mean your team is working overtime just to keep up. Late deliveries damage trust and hurt your revenue.



3. Race against the clock to ensure quality

Grading and packing take significant labor, especially during peak seasons. Pressure leads to mistakes, and quality can suffer. With another busy season coming up, now is the time to rethink your sorting strategy and reduce stress on your team.

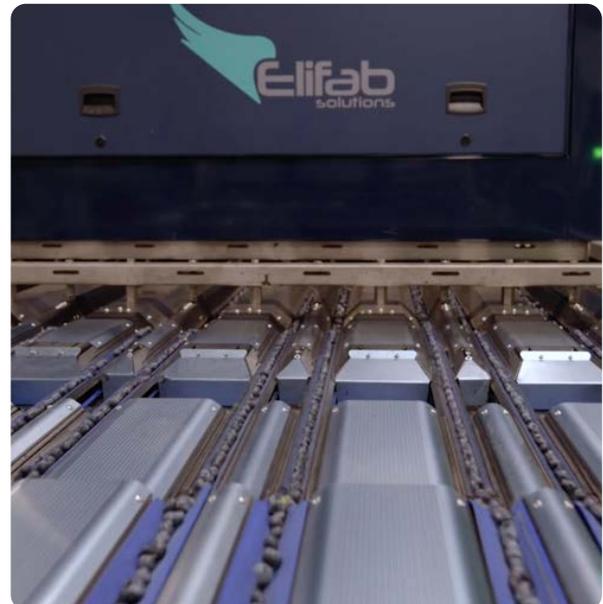
Uptime and throughput drive success

Automation can mean huge labor savings, but only with proven, reliable equipment. Efficiency is a numbers game. High throughput combined with maximum uptime results in the lowest cost per product and increased capacity. To keep saving costs over time, invest in a solution with a strong track record. Choose wisely, and your equipment will keep delivering value with every harvest.

The answer to your capacity and labor challenges

Meet **Elisam and Elifab**, powered by **Ellips AI grading technology** — the smart choice to reduce labor, boost production and meet delivery deadlines.

- ✔ **Maximize throughput with less labor**
 AI enables high-speed, high-accuracy sorting, you can process large volumes quickly while maintaining top-quality standards. Even challenging batches are handled efficiently. Every product is scanned in detail, allowing you to sort with fewer people and more precision.
- ✔ **A machine you can rely on**
 Elisam and Elifab are built for maximum uptime and durability. Their reliable operation minimizes maintenance and ensures consistent performance during peak periods. You can count on smooth, uninterrupted grading to meet customer expectations and handle last-minute orders with confidence.



- ✔ **Reduce labor costs and overtime**
 Automation helps solve labor shortages and lowers operational costs. With fewer people required to run the line, you gain flexibility, reduce overtime, and keep operations running efficiently — even with a leaner team.



Go large on capacity, go even larger on quality with Elisam

After a season of hard work, you deserve to get the very best return on your harvest. That's why Elisam supplies innovative growers and packers with state-of-the-art grading and packing machines for big and medium-sized fruit and vegetables. These graders, combined with advanced Ellips AI Grading Technology, help you achieve greater capacities — all while maintaining the exceptional quality your customers count on. This ensures you can maximize profitability while guaranteeing every piece of produce meets your highest standards.

World-class growers rely on world-class machines

Founded in Italy in 2010 in partnership with Ellips, Elisam set out to deliver the highest throughput, consistent quality, and maximum reliability—transforming business performance for growers worldwide. What began locally has now expanded to more than 48 countries. With over 230 machines installed across five continents, Elisam is trusted by the world's leading growers, farms, and packers. Elisam AI graders handle 16 different types of produce, delivering consistent results, batch after batch.



Maximize throughput with less labor

Every produce count, every single minute of grading is important. It's why the Elisam AI grader is built for speed and exceptional capacity. Such huge throughput will transform your business productivity, profitability and reduce dependence on labor. Make every single produce from your harvest count, with minimal waste.



Turn every produce into higher yields and faster ROI

When it comes to growing produce, you're the expert. And when it comes to growing revenue, we know how to help. With our world-class Ellips TrueSort software you'll get the most value from every single produce, by maximizing yields and reducing food waste. It's highly flexible and lets you to meet any market demands or export criteria – helping you strengthen your position as a preferred supplier and achieve a faster return on investment.

Reliability that saves you money, now and always

You need a machine that keeps running smoothly, year after year. Elisam is the most robust and reliable machine on the market, giving your team maximum uptime and the fastest grading. It's not just durable—it's a smart long-term investment that saves money now and in the future. With fewer maintenance needs, less downtime, and reduced food and energy waste, you'll lower your costs while keeping operations efficient. Plus, higher throughput means more profit per harvest and the highest prices thanks to accurate grading.

Quality so consistent, your customers can't resist

Delivering consistent quality every season builds your reputation and keeps customers coming back for more. Advanced high-tech cameras capture detailed images of each piece of produce—inside and out—detecting size, shape, weight, color, defects, and other quality characteristics. Every piece is graded correctly, maximizing the return on your harvest and delivering precisely what your customers expect. Perfect for meeting the demands of premium markets, local buyers, and export standards.

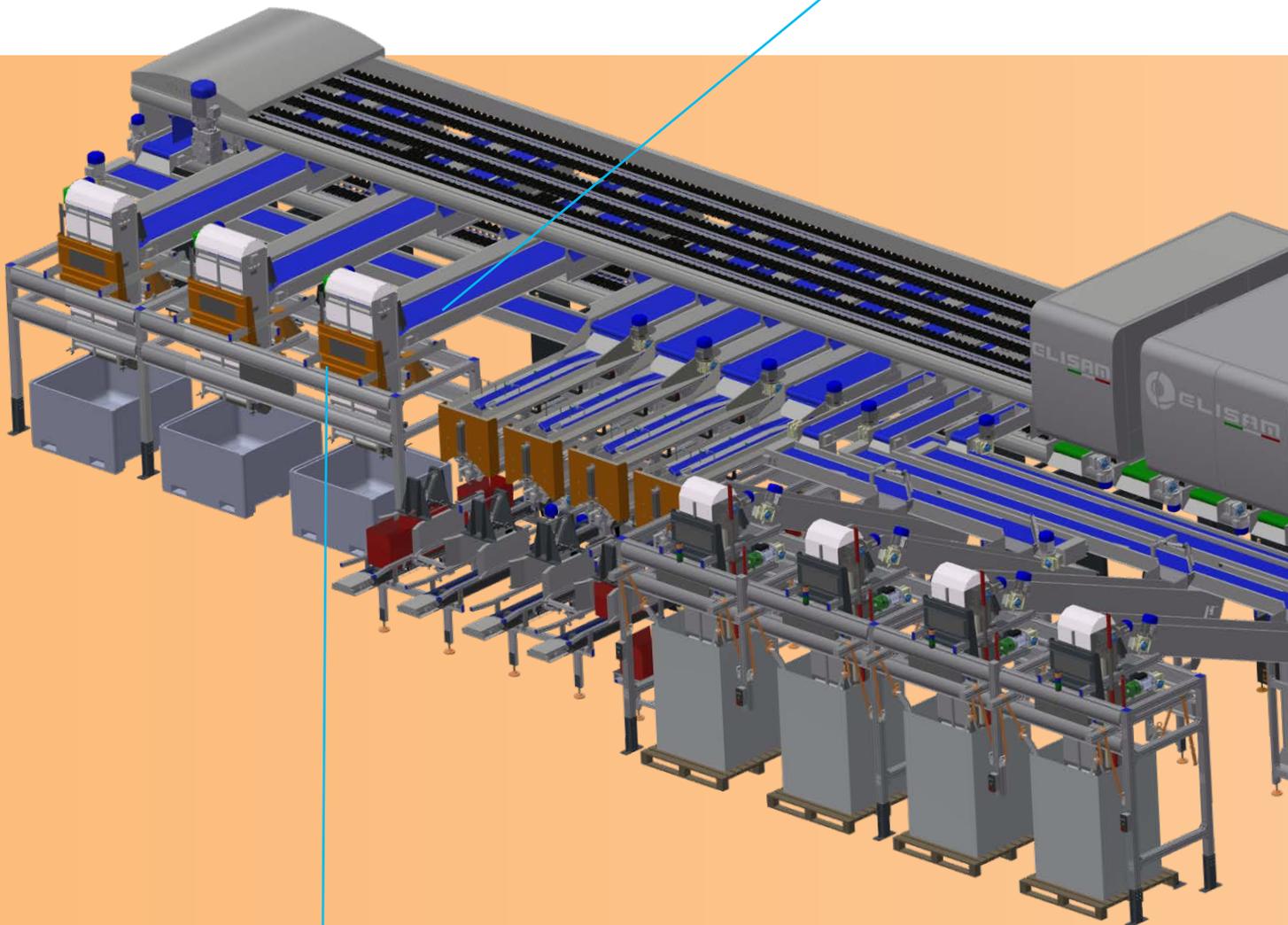
Ready to go large on capacity and quality?

Click here to learn more about Elisam machinery.



Elisam AI potato grading

With the Elisam grader powered by Ellips True-AI technology, even the most challenging defects are caught with pinpoint accuracy, maximizing your returns, satisfying customer demands, and ensuring peace of mind as you deliver premium potatoes.



Box, bag and bin filling system

The filling system ensures gentle, consistent filling of boxes, bags, and bins. Designed for flexibility and precision, it maintains product integrity while maximizing throughput for your packing operations.

Multiple exits

Different exits allow you to separate potatoes for various customer demands—perfect for premium markets, local buyers, and export standards. Keeps every batch organized and maximizes your profitability.



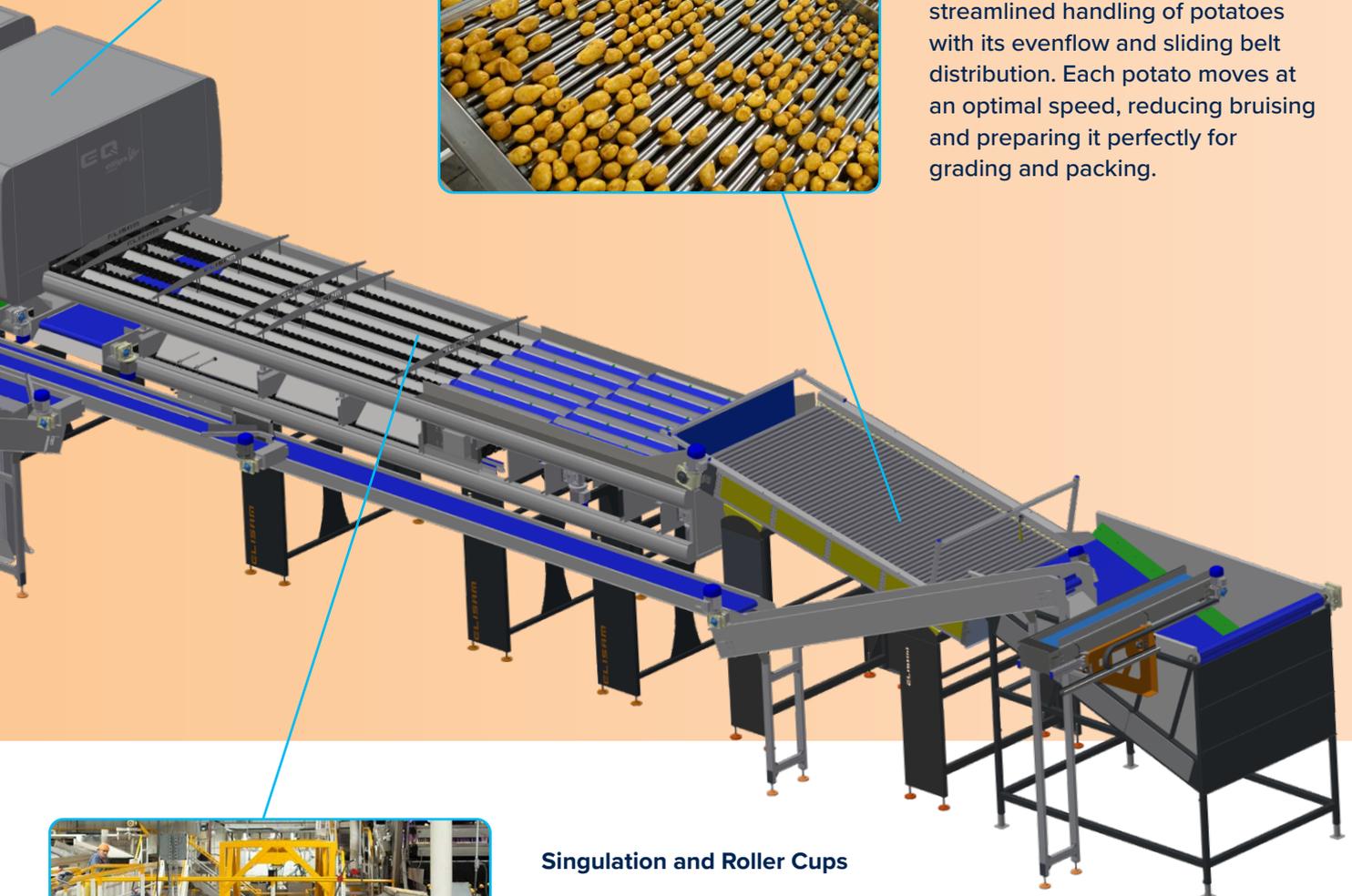
Camera system

The advanced Ellips camera system captures a 360° view of each potato, grading for size, shape, color, weight, and external quality. Internal quality technology reveals hidden defects beneath the surface, ensuring every potato meets the highest standards.



Infeed systems

The infeed system ensures smooth, streamlined handling of potatoes with its evenflow and sliding belt distribution. Each potato moves at an optimal speed, reducing bruising and preparing it perfectly for grading and packing.



Singulation and Roller Cups

The V-belt singulation system gently adapts to every potato's size and shape, ensuring a steady flow with minimal doubles. Each potato is then carefully guided into rotating roller cups, which position every potato perfectly for a complete 360° rotation.



AI grading keeps Agrofrut's citrus quality consistent at 40+ tons/hour



Agrofrut doesn't wait for labor conditions to change, invests in AI grading

Agrofrut Hellas, one of Greece's largest citrus exporters, has always had one goal at the center of its operation: deliver top-quality fruit to demanding markets. However, achieving that standard was becoming harder. With rising volumes and an unstable labor market, maintaining quality consistency became a real challenge. Especially across multiple citrus varieties and evolving market demands.

Instead of hoping for better labour conditions or compromising on quality, Agrofrut invested in an Ellips-Elisam AI-powered citrus grader. The result? A high-capacity, AI-driven operation that now runs at over 40 tons per hour - with consistent quality, both inside and out, across all citrus varieties.

The investment has provided full control over sorting performance, product flow, and overall quality consistency - helping Agrofrut meet both its capacity goals and strict customer requirements, while reducing stress from labour dependency.



Tackling the toughest citrus challenges head-on

1. Labour instability threatens consistency

Unpredictable seasonal labour made it harder to ensure accurate, reliable sorting - especially during peak period.

2. Export markets demand consistent, high-quality citrus

International buyers expect uniform quality across all fruit types. Without the right technology, meeting those expectations was increasingly difficult.

3. Rising volumes put pressure on operations

Growing throughput requirements meant Agrofrut

needed a way to increase capacity without compromising on quality

4. Manual sorting couldn't keep pace with precision

Grading by hand struggled with subtle but critical defects, leading to inconsistent results and potential rejections.

5. A need for long-term control and scalability

To remain competitive, Agrofrut needed a stable, future-proof solution that ensured quality and efficiency - regardless of labour availability.

"This AI grading machine keeps us at the forefront as market leaders. With high capacity and consistent quality, we now have the opportunities -and the confidence- to meet diverse market demands."

Andreas Pantazis - Agrofrut Hellas

Why Agrofrut chose Ellips-Elisam AI technology

Agrofrut explored multiple grading technologies, visited systems in operation, and spoke to current users. The conclusion was clear: Ellips-Elisam provided the performance, reliability, and flexibility needed to scale confidently and secure long-term consistency. **Key motivations included:**

- High-quality machinery built for reliable, long-term use
- Flexible, accurate grading software to support different market needs
- High-speed throughput to meet capacity goals
- Gentle fruit handling to maintain the beauty and value of every single fruit.
- A trusted, collaborative team to support the transition and operation

The results speak for themselves:

- ✓ **High-capacity throughput - over 40 tons per hour**
Supports large-scale operations with reliable performance and no bottlenecks.
- ✓ **Consistent grading accuracy - inside and out**
Detects key defects with precision, ensuring high quality across every shipment.
- ✓ **Reduced labour dependency - more control, less stress**
Automation brings stability, allowing Agrofrut to meet daily targets with fewer labour concerns.

Ready to revolutionize your business?

Click here to explore the full story of Agrofrut Hellas or contact our citrus specialist.





Elita boosts its kiwi business with AI grading



Increased throughput and improved grading precision

As a leading exporter of premium kiwifruit, Elita set out to increase capacity, improve grading precision, and maintain its high-quality standard across more than 30 international markets. With growing demand and the limitations of manual sorting, these goals were increasingly difficult to meet.

By investing in the Elisam kiwi grader powered by Ellips True-AI technology, Elita took a major step forward. The result? Higher volumes, more consistent quality, and a scalable solution that puts people and machines to work - together.

Today, Elita processes up to 9 million kilos of kiwifruit per year and packs up to 100 tons per day, ensuring it can meet global demand efficiently and reliably.



"The Elisam AI kiwi grader is a game-changer for Elita! More efficiency, consistent quality, and higher volumes of kiwifruit."

Moses Iliadis, Production Manager - Elita

Tackling the toughest kiwi challenges head-on

1. Manual sorting couldn't meet growing demand

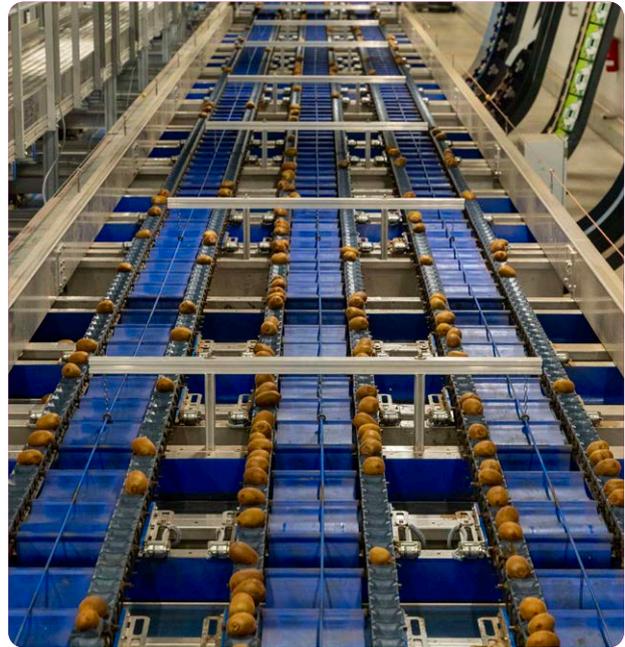
Elita needed to handle much larger volumes. Sorting by hand was slow and labor-intensive, limiting production and efficiency.

2. Inconsistent quality and export risks

Strict international standards made consistent quality critical. Manual inspection missed defects, risking rejections in key markets.

3. Subtle defects were hard to detect

Issues like sunburn, skin cracks, russet, shape-related defects, scar tissue, rot, firmness, and softness couldn't always be spotted manually. AI now ensures precise, reliable grading to meet strict export standards.



The results speak for themselves:

- ✔ **Increased processing capacity** - With the Elisam AI grader, Elita now processes up to 9 million kilos of kiwifruit annually and packs up to 100 tons per day, keeping up with rising global demand.
- ✔ **Improved sorting accuracy** - AI-powered grading delivers faster and more accurate sorting, ensuring consistent export-quality kiwifruit and reducing the risk of defects reaching the market.
- ✔ **Enhanced operational efficiency** - By combining advanced technology with skilled operators, Elita optimized its workflow, enabling people and machines to work together more effectively and handle larger volumes without increasing labor.

Why Elita chose Elisam with Ellips AI technology

Elita carefully evaluated its options and selected the Ellips-Elisam solution because of its reputation as a global leader in fruit sorting technology. Elita needed a solution that could scale with demand, deliver consistent quality, and support multiple fruit types. The Elisam grader powered by Ellips True-AI delivered on every front—faster grading and better defect detection. With this future-proof solution, Elita not only meets today's demands—it's also ready for the future. The same Ellips AI technology now supports grading across kiwifruit, stone fruit, and cherries, ensuring consistent quality and efficiency throughout its product range, concludes Moses.

Ready to revolutionize your business?

Click here to explore the full story of Elita or contact our kiwi specialist.





This is how Folson Farms guarantees superior potato quality

Folson Farms is a fifth-generation grower in the rich soils of the Red River Valley. The region produces deeply colored red potatoes and yellow potatoes with a smooth, clear skin. Folson is committed to delivering consistent, premium quality despite the challenges they face. From weather conditions and rising customer expectations to a tight labor market. Like many producers, they struggled with seasonal quality variation, capacity issues, and manual sorting that made it hard to meet demand.

To overcome these challenges, Folson Farms invested in AI-powered grading technology. By implementing an Elisam grader powered by Ellips, they transformed their operation into a high-volume, quality-driven system that requires less manual labor. The result is greater consistency, more capacity, and a reliable operation that performs under pressure. They now handle both red and yellow varieties with care, respond quickly to batch variation, and consistently meet the standards of premium retail and food service customers.



“Ellips-Elisam stood out for its gentle potato handling, unmatched quality consistency and throughput. Our operations are now more efficient with fewer labor requirements and higher capacities.”

Casey Folson - Folson Farms

Tackling the toughest potato challenges head-on

1. Labor shortages and deadline pressure:

Finding enough people was a constant struggle. Staffing issues and variable product quality made it hard to pack the volume needed and deliver the right quality on time.

2. Manual sorting inefficiency:

Defect-heavy lots required too much manual labor to meet quality standards. Human sorters can't detect all defects or do it consistently.

3. Quality consistency across crops:

Each season brings different challenges. Weather and growing conditions affect appearance and overall quality. Still, every shipment must meet consistent standards to protect the brand.

4. Limited throughput and flexibility:

The old setup couldn't handle the volume. Folson needed more capacity, flexibility for last-minute orders, and a system that could transform efficiency and profitability.

5. Handling potatoes with care:

Folson needed a machine that could sort quickly while treating each potato gently. It had to handle different sizes and shapes, from small round reds to large oblong yellows, without damage.

Why Folson Farms chose Ellips and Elisam

Folson looked for more than speed. They needed smart automation, an accurate vision system, and reliable handling that treats the product with care. Ellips and Elisam delivered on all fronts.



The results speak for themselves:

- ✓ **Increased quality consistency** to maintain excellent brand reputation.
- ✓ **Improved production capacity** to expand business potential.
- ✓ **Created a reliable, efficient operation** that is less dependent on labor.

Key benefits included:

- Intelligent defect detection and 360° surface analysis
- Flexibility for different sizes, shapes, and colors
- Gentle cup system to preserve product integrity
- Easy-to-use software with a short learning curve
- Proven system reliability with minimal downtime

Ready to revolutionize your business?

Click here to explore the full Folson Farms story or contact our potato specialist.





How Palm Egypt uses AI to meet global demand for premium Medjool dates

Palm Egypt, one of Egypt's major date packers, faced a growing appetite for premium Medjool dates in over 35 countries. With rising harvest volumes and expanding global demand, the company saw major opportunities to boost production and grow their customer base. However, manual pre-sorting made it hard to deliver exactly what was needed, especially for last-minute orders with specific size, moisture, skin separation and small defect tolerances. During the short harvest season, every hour counted, but manual labor couldn't keep up.

Palm Egypt needed a solution for high throughput and flexibility to meet customer requirements at short notice. Their goal was to reliably deliver on time and with consistent premium quality. Even small variations in size and quality significantly impact revenue for both Palm Egypt and their customers. Palm Egypt invested in an Elisam grader powered by Ellips AI. The result? An automated, efficient operation that consistently meets export standards and satisfies global demand.

Tackling the toughest Medjool date challenges head-on

1. Strict quality requirements

Top-grade Medjool dates must meet tight specs for size, moisture, skin separation, and defect detection — inside and out — to meet European Codex standards.

2. Short harvest window

Just three months to harvest means every hour counts, especially with last-minute export orders.

3. Manual sorting limitations

Human sorters caused inconsistencies, slow processing, and made it hard to hit premium standards.

4. Flexibility for custom specs

Export markets demand tailored specs; manual sorting couldn't deliver.

5. Even small defects impact pricing

Small variations in quality can significantly affect product value and revenue.

"We are loyal to deliver excellent quality. Our customers expect the best, and with Elisam and Ellips AI, we can deliver exactly that. This technology is a game-changer for the entire Medjool date industry."

Dr. Mammoun Mansour - CEO Palm Egypt



The results speak for themselves:

- ✔ **Higher throughput**
 Up to 32 tons per shift with a 4-lane setup, keeping pace with export demands, even with last-minute orders.
- ✔ **Consistent quality**
 Accurate sorting of size, moisture, skin separation, and defects — every batch export-ready.
- ✔ **Operational efficiency**
 Eliminated manual sorting, more speed with a smaller, well-trained workforce.

Why Palm Egypt chose Elisam and Ellips AI technology

Palm Egypt evaluated the best technology to meet their high standards and chose Elisam powered by Ellips AI for its proven results.

Key benefits included:

- High-speed grading to meet last-minute orders
- Accurate sorting of size, moisture, skin separation, and defects
- Flexible programming for export specs
- Gentle handling to protect delicate dates
- Less manual labor and more consistency



Ready to revolutionize your business?

Click here explore the full Palm Egypt story or contact our date specialist.





Meeting the global rise in date demand with **AI-powered grading**

A worldwide appetite for **premium quality**

Around the world, demand for premium dates is climbing year after year. Once a seasonal or regional delicacy, Medjool and other date varieties are now a year-round everyday favorite for consumers in North America, Europe, Asia, and the Middle East. Health-conscious eating trends, natural sweeteners, and a growing appetite for exotic flavors have driven double-digit growth in many export markets. For growers and packers, this boom brings both opportunity and pressure: bigger volumes, tighter delivery deadlines, and increasingly strict quality expectations.

Technology that **transforms the industry**

That is where Elisam grading machines powered by Ellips AI are changing the game. Using advanced camera's and True-AI software, every date is inspected for size, shape, color, moisture level, sugar content, skin condition, and internal and external defects. All at high speed and with up to 99% grading accuracy. The result is a product that meets exact customer specifications every time. High throughput of multiple tons per hour means exporters can handle tight deadlines and last-minute orders without compromising quality. Automation will dramatically reduce labor needs, lowering costs and allowing workers to focus on other tasks.





Why manual sorting cannot keep up

Meeting these demands is no longer possible with manual sorting alone. The process is labor-intensive, inconsistent, and too slow to keep pace with modern export schedules and quality requirements. Even small delays in sorting can lead to missed shipping windows, and in the date business, timing is everything. Miss the season and prices drop. Ship with inconsistent quality and your brand’s reputation suffers.

A world-first milestone in Israel

The technology keeps advancing. Starting this season, Rimon in Israel will be the first in the world to operate a fully automated grading line complete with automatic fillers, eliminating any need for human intervention in the sorting process. This unique setup marks a global milestone, proving that an entirely hands-free date grading and packing process is possible. For an industry often challenged by seasonal labor shortages, this is a breakthrough moment.

Global trust and proven results

Our leadership is reflected not only in innovation but also in our global customer base. Across the Middle East, Africa, North America, and beyond, leading growers and packers rely on Elisam and Ellips AI technology:

- **Jordan:** Abu Jaber, Al Katar, Spectra Dates (Naouri Group), Palmera Dates, Medjool Village, Al Kotof, Al Haq, Sultan Nimer Abu Hassan and Al khairat
- **Israel:** Rimon, Ardomb, Tzur Farms, Beit Haarava, Tamar Tov, Arava Grower, Arie Sachar, Ela Dates, Galilee, Kibbutz Eilot, Rujum 84, Shlomo Basher and Sunsinaï
- **Palestine:** Nakheel, VTCO, Rif Valley Farm, Jericho Dates and Hasad dates
- **Egypt:** Palm Egypt, Linah, El Rawan – Palm Hills, Royal Trust, Fenti and Afro Egypt
- **Saudi Arabia:** Al Fakra
- **United Arab Emirates:** Al Foah
- **Morocco:** Medjool Star
- **South Africa:** Karsten and Southern cross
- **Namibia:** Karas dates and Desert Fruit.
- **USA:** Oasis Date, Sun Date, Orchid Dates and Double Date

From fertile valleys of Jordan, Israel, Palestine, Saudi Arabia and Egypt to California’s desert farms, one thing is clear: the future of date grading is automated, accurate, and ready for the global stage, and Elisam and Ellips AI are leading the way.



Ready to go large on capacity, quality, and labor savings?

[Click here to read the complete story](#)



From data to decisions: the power of integration, traceability, and reporting with TrueSort 2.0

In today's produce industry, grading is just one piece of the puzzle. Packhouses face growing pressure to improve quality, boost efficiency, ensure food safety, reduce waste, and prove traceability from field to fork. That's why TrueSort 2.0 is more than a sorting system. It's a smart platform that connects, automates, and empowers your entire operation.

1. Seamless Integration into your operation

TrueSort 2.0 fits effortlessly into any packhouse, whether you're using ERP software, packing machines or third-party analytics tools. With open Web APIs and hardware interfaces, you can automatically activate sorting batches, create them from ERP or WMS systems, sync product and packaging presets, and

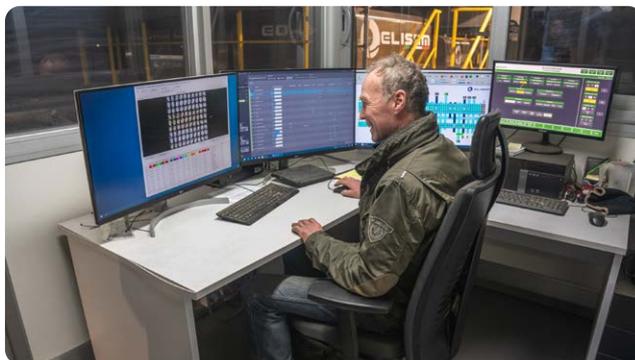
generate package-specific instructions. TrueSort also connects with external equipment such as weighers, bin tippers, packing stations, palletizers, and more. Everything stays in sync from intake to packing, regardless of your equipment. Making workflows smoother with less manual input.

"We developed TrueSort with openness in mind. Our API and integration capabilities make it easy for any packhouse to align TrueSort with their unique workflow."

Ivo van Eck - Product Owner, Ellips

2. Full traceability from field to fork

TrueSort tracks every package from infeed to exit. Tracing it back to the grower, field, and batch. This isn't just about compliance. These insights help improve quality, prevent recalls, support grower payouts, reduce waste, and protect your brand reputation. When every package is traceable, you're in full control.



"Traceability is no longer optional. TrueSort helps customers stay in full control. Knowing where their product came from, and how it was handled every step of the way."

Roland Scheffer - CTO, Ellips

3. Real-Time dashboards and custom reports



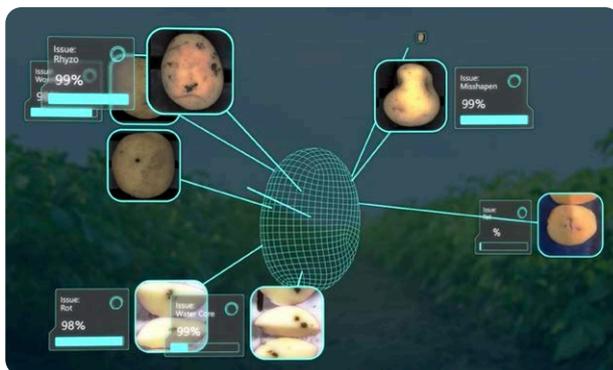
From the operator to management in the office, TrueSort provides real-time visibility to help teams make smarter decisions. Monitor production, waste, and defect rates live with customizable dashboards. Ideal for use on big screens in the packhouse. Built-in reports for classes, products, and packages can be exported or connected to your own tools like Power BI for deeper analysis.

“We used to manually update dashboards. Now, with real-time data from TrueSort, our packing team always knows what’s next.”

Tom Batt - Koala Cherries

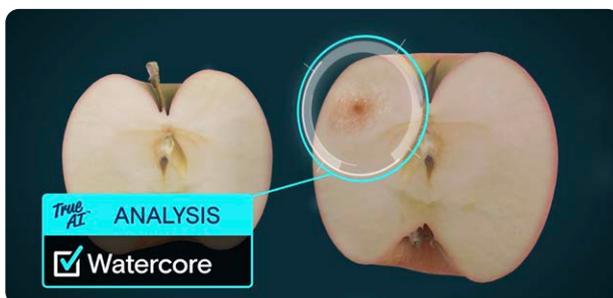
4. Big Data that drives better outcomes

TrueSort 2.0 doesn’t just grade produce. It captures detailed measurement data on every piece, including size, shape, color, internal and external quality. With the optional Data Acquisition feature, this raw data can be exported for advanced analysis or integrated into external systems. Customers use it to compare growing techniques, monitor yield differences, predict harvest timing and volume, and build predictive models for quality optimization. TrueSort data also supports R&D and phenotyping by detecting subtle quality variations, helping researchers accelerate innovation and make better decisions.



“TrueSort is a gold mine of data. By combining it with weather and phenology data, we’re building models to predict harvest timing and quality.”

Bob Colin - Vegafruits



Ready to connect your data from field to fork?

[Click here to read the complete story](#)





Owyhee Produce uses AI to deliver consistency that builds reputation and market share

For years, onion grading at Owyhee Produce was a frustrating game of chance. “We’d have a mediocre lot - some good, some bad - and we’d be bouncing lots all the time,” recalls CEO Shay Myers. “That messes with your through-put, and it makes it hard to deliver the consistency customers expect.” With labor shortages, rising customer expectations, and the challenge of grading onions at scale, manual sorting simply wasn’t enough. Detecting internal quality issues was nearly impossible, risking costly rejections and weakening retailer relationships.

To change this, Owyhee first invested in a high-capacity Elisam grader powered by Ellips grading technology in 2019. Then in 2023, they upgraded to True-AI technology to further optimize grading performance, improve defect detection, and reduce labor. This upgrade was a move CEO Shay Myers calls a “game changer” for the company and the industry. The result? Higher throughput, near-zero rejections, and exceptional product consistency that boosted efficiency and helped Owyhee become a trusted supplier for leading retailers.

“Reducing rejections has been the biggest financial win. They’re costly and damage reputation. In the end, customer perception is reality. Consistency opens doors, and customers reward us with more loads and lasting trust.”

Shay Myers - CEO, Owyhee Produce

Tackling the toughest onion challenges head-on

- Inconsistent product quality made it hard to meet customer expectations
- Costly rejections impacted both revenue and long-term trust
- Labor shortages during peak season limited scaling options
- Throughput limitations restricted daily volumes and created pressure in high demand
- Internal defects were undetectable, leading to unnecessary losses

Why Owyhee chose Elisam and Ellips AI technology

Before making the investment, Shay Myers visited other operations, spoke with operators, and saw the equipment running in real conditions. In an industry where word of mouth matters, one thing stood out: “The machine did what they said it would do from the beginning.”

With Ellips and Elisam, Owyhee gained high-speed grading accuracy, advanced defect detection for both internal and external issues, and a durable system designed for long-term efficiency.



The results speak for themselves:

- ✓ **Consistent high-volume throughput**, running between 36–42 tons per hour and confidently meeting tight delivery schedules.
- ✓ **Greater efficiency with leaner teams**, reducing finish sorters by four to five people while maintaining high-quality output.
- ✓ **Exceptional product quality**, delivering the highest grading accuracy, reducing costly retailer rejections, and strengthening the company’s reputation with demanding customers.

Unlocking new growth opportunities

AI-powered grading now ensures every onion meets strict quality standards, allowing Owyhee to expand its presence in competitive markets. Trusted by high-end retailers and foodservice buyers nationwide, many even visit the Idaho-Oregon site to see the technology in action. Buyers reward this consistency with better pricing, higher volumes, and long-term loyalty. By reducing costly rejections and delivering perfect onions every time, Owyhee continues to maximize returns and open doors to future opportunities, says CEO Shay Myers.

Ready to revolutionize your business?

Click here to explore the full Owyhee Produce story or contact our onion specialist.





Spectra Dates meets growing demand with **high-throughput AI grader**

Spectra Dates (part of Naouri Group) is one of Jordan's leading Medjool date growers and exporters. Based in the Jordan Valley, the company is meeting rising global demand as more countries discover the fruit's taste and health benefits. Today, Spectra exports to over 24 countries. Production increases by 10 to 15 percent each year. With 26 grades and 6 sizes, Spectra is known for its flexibility, reliability and quality. The company serves retailers, wholesalers and private-label partners.

To continue meeting this growing demand, Spectra saw the need to modernize its grading process. Manual sorting could no longer match the speed or accuracy needed for higher volumes and stricter specifications. Delivering accurate sizes, moisture levels, sugar content, skin separation, color and defect detection became increasingly complex. Longer sorting times risked missed shipments and lower prices, directly impacting revenue.

To stay ahead, Spectra searched for a solution that could boost throughput, improve accuracy and provide the adaptability needed for today's fast-moving export markets. The answer was an Elisam grader powered by Ellips True-AI. Since implementation, the company has increased capacity, reduced labor requirements by 40 percent and ensured every shipment meets its premium export standards and time windows.

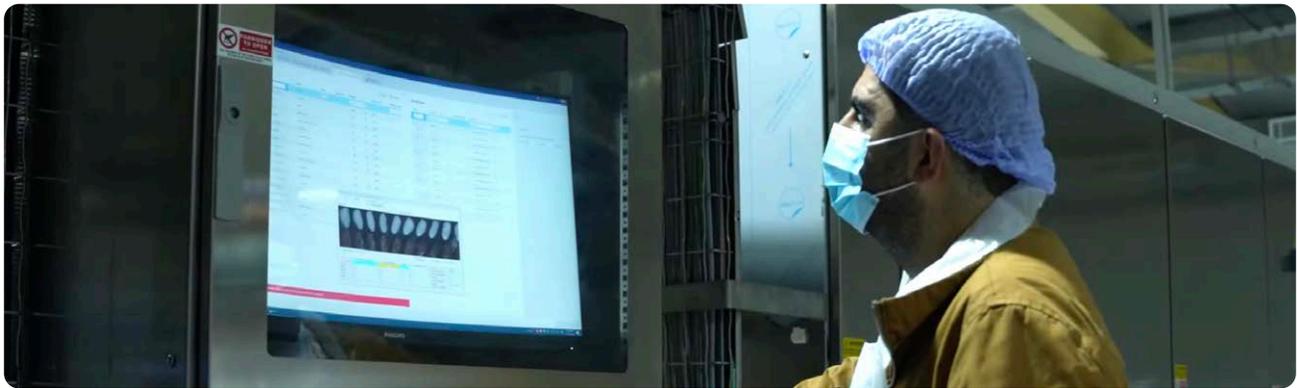
"As global demand keeps rising, we needed to scale while delivering consistent, exceptional quality. With the Ellips AI and the Elisam grader, we sort faster, more accurately, and confidently meet the expectations of every market we serve."

Ayham Fakheralden - Spectra Dates –
Naouri Group



Tackling the toughest Medjool dates challenges head-on

- **Strict quality requirements:** 26 grades and six sizes demand precision in sorting by size, weight, color, moisture, sugar content, and internal/external defects.
- **Short harvest season:** Large volumes must be processed quickly to avoid missing peak prices.
- **Manual sorting limits:** Human sorting was too slow, inconsistent and labor-intensive.
- **Flexibility for diverse specs:** Export markets require tailored grading for different customers.
- **Even small defects impact value:** Minor issues like bruising or loose skin can reduce price or damage reputation.



Why Spectra Dates chose Elisam and Ellips AI technology

Spectra evaluated multiple systems and selected the Elisam grader powered by Ellips True-AI for its unmatched performance in premium date sorting. The advanced software delivers 99% grading accuracy across all sizes, grades and quality parameters from color and moisture to sugar content and defects, while gentle handling preserves the delicate texture of Medjool dates. Instant spec changes allow seamless adjustments for different export markets without stopping production. Combined with its high-speed capacity of 2 tons per hour, the system enables Spectra to meet tight deadlines and last-minute orders with confidence season after season.

The results speak for themselves:

- ✓ **Higher throughput:** Seasonal output tripled from 250 to 800 tons.
- ✓ **Consistent quality with 99% grading accuracy:** Every batch meets strict export standards.
- ✓ **40% Less labor requirements:** No re-sorting, faster turnaround and zero customer claims

Ready to revolutionize your business?

Click here to explore the full Spectra Dates story or contact our date specialist.



Partners in your success to grading

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AM



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Elifab South America



Matias Heitzer
Sales Manager
Elifab South America

The best service to keep your packhouse moving

Every packhouse runs on reliable operations, day after day, season after season. With Ellips Service & Support, that's exactly what you can count on. Our customer service team is just a phone call away, and with a local team always nearby, help is at hand for any repair or technical question—mechanical, electrical, or software-related. That's how you make the most of every harvest, with total confidence that your grading system is performing at its best.

Whatever your challenge, we'll sort it out

Quick response times when it matters most

When a breakdown hits at peak season, every minute counts. Slow response times can bring your entire operation to a standstill, risking both produce quality and delivery commitments.

Ellips Service & Support delivers fast, direct contact with expert engineers. Many issues are resolved remotely, so you're back up and running in record time. When needed, our local team is on-site quickly, ensuring your system performs at its best.

"The install was quick—just a matter of weeks. A whole crew of energetic Italians came out and worked so fast, I was nervous it wouldn't get done on time. But they reassured me: 'Don't worry, it'll be fine.' And it was."

Wylie Thulen - Pioneer Potatoes



Ellips provided a high level of support to service this new facility. Any time we have an issue it's just a phone call away.

Joe Schwilke - Starr Ranch Growers

Installation. Sorted in no time

Companies need to be ready for the season—or, in the case of year-round production, they need to start running as quickly as possible to keep disruptions to an absolute minimum.

Our installation specialists have decades of experience getting systems up and running—no fuss, no stress. We carefully plan the installation, big or small, in accordance with your operational schedule and packhouse requirements, so you can start packing with confidence.

Get your team on their A-game

An untrained team means untapped potential and inconsistent results. Without the right skills, even the best technology can underperform.

Our comprehensive training programs empower your team to handle any challenge. From optimizing throughput to mastering seasonal defect detection, they'll have the confidence and knowledge to maximize every harvest—keeping quality and productivity at their peak.

"The commitment to staying on-site until everything was fully handed over speaks volumes. It's not just good service — it's a success story, and something worth celebrating."

Dewald van der Merwe - Costa Berries



Support that works as hard as you

Some support stops at answering calls. When you're under pressure, that's not enough. You need real solutions, not empty promises.

Whenever you need us, you'll have direct access to highly skilled, knowledgeable engineers. We don't just answer questions; we dive deep into your challenges to deliver fast, practical solutions that maximize throughput and defect detection.

Maintenance for total peace of mind

Breakdowns rarely come at a convenient time, and relying solely on reactive fixes leaves you exposed. When the market demands quality, you can't afford downtime—impacting your ability to deliver on time and meet market standards.

Ellips' preventive maintenance, in-season support, and post-season analysis keep your system running year-round. Our engineers ensure everything's ready pre-season and stay close during the season to minimize downtime. After each harvest, we analyze performance data to spot improvements.

Ready to revolutionize your business?

[Click here to read the complete story](#)



Satisfied customers,

North America



South America



Australia & New Zealand



all over the world

Europe



Africa



Asia



Want to talk? We're always close by



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