Elevator Conveyor Without Flights - Wrightfield Becomes UK and Ireland Reseller For Liftvrac

Monday 10 March, 2025

Wrightfield is proud to announce a new strategic partnership with Liftvrac, a globally recognised manufacturer of innovative and unique conveyor solutions based in France. With an established network of resellers worldwide, Liftvrac's technology is trusted across international markets. This exclusive agreement enables Wrightfield to bring Liftvrac's cutting-edge conveying systems to the UK and Ireland, further enhancing its high-performance food processing solutions portfolio.

A Strategic Partnership in a Growing Market

Consumer preferences continue to shape the food industry. In 2023, UK retail sales of dairy products grew by 7% to €2.61 billion, with a notable 12% increase in fermented dairy products. Demand for healthier foods, including fresh fruit and vegetables, has also risen, as has the emergence of vegan, flexitarian, and vegetarian diets. These shifts require high-performance and reliable technologies to meet evolving production needs.

Wrightfield is committed to delivering state-of-the-art solutions that meet these market demands, making Liftvrac's conveyor systems an ideal addition to its product range.

Visit to Liftvrac

On February 3rd, 2025, key Wrightfield team members—including Mark Rose (Sales Director), Jason Taylor (Sales Manager), and Andrew Long (Marketing Manager)—visited Liftvrac's headquarters in France. The visit also included a guided tour of the Lactalis cheese processing plant near Nantes, where they witnessed firsthand how Liftvrac's unique conveyor systems perform in high-demand food production environments.

Liftvrac: A Game-Changer in Food Processing Conveying

The Liftvrac conveyor is designed to preserve delicate food products, such as crisps and biscuits, even at high production rates. Thanks to the principle of vaulting, products remain intact and at their original temperature throughout the conveying process. The smooth belt gently wraps the material, eliminating pressure, and at the outlet, the belt opens while a continuous scraper prevents material loss.

This zero-loss system makes Liftvrac an optimal solution for the food industry, minimising waste and maximising profitability. Its benefits span across multiple food sectors, including:

- Dairy & Cheese – Prevents soft cheeses from sticking and breaking.
- Meat & Poultry – Hygienic design minimises contamination risks and improves cleaning efficiency.
- Seafood – Gentle handling reduces damage and waste.
- Bakery & Confectionery – Ideal for sticky dough, chocolate, and coated confectionery.
- Fruit & Vegetables – Reduces bruising and damage for fresh produce.

Designed for optimal hygiene and cleanability, Liftvrac conveyors feature tool-free belt removal, an EHEDG-approved hygienic design, a semi-automatic cleaning system, and a space-saving vertical conveying structure.

A Shared Vision for Innovation and Efficiency

Mark Rose, Sales Director at Wrightfield, commented:

"We are excited to partner with Liftvrac, a company that shares our commitment to engineering excellence and innovation in food processing. Their unique conveyor solutions align perfectly with Wrightfield's expertise in designing and integrating high-quality processing equipment. This agreement strengthens our offering, allowing us to provide UK and Irish customers with the most efficient and hygienic conveying solutions available. With Liftvrac, we can help food processors reduce waste, improve efficiency, and maintain the highest product quality."

With decades of experience in food processing and automation, Wrightfield and Liftvrac are well-positioned to deliver tailored, high-performance conveyor solutions. This partnership reinforces

Media:







Related Sectors:

Business & Finance :: Farming & Animals :: Food & Drink :: Manufacturing, Engineering & Energy ::

Related Keywords:

Conveyors :: Elevator :: Meat :: Processing :: Elevating :: Sticky :: Food :: Manufacturing :: Hygienic :: Cheese :: Dairy :: Bakery :: Seafood :: Fruit :: Vegetables ::

Scan Me:

Wrightfield’s role as a trusted supplier of advanced processing equipment, ensuring that businesses benefit from increased productivity, improved hygiene, and enhanced product quality.

Company Contact:

Wrightfield Ltd

T. 01379 872800
E. along@wrightfield.co.uk
W. https://wrightfield.co.uk

View Online

Additional Assets:
https://wrightfield.co.uk/conveyors/conveyor-types/liftvrac

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wrightfield.pressat.co.uk