

# Are Robotics and AI the future of processing lines?



**Jon Birgir Gunnarsson**

Senior Sales and Marketing Director - Fish



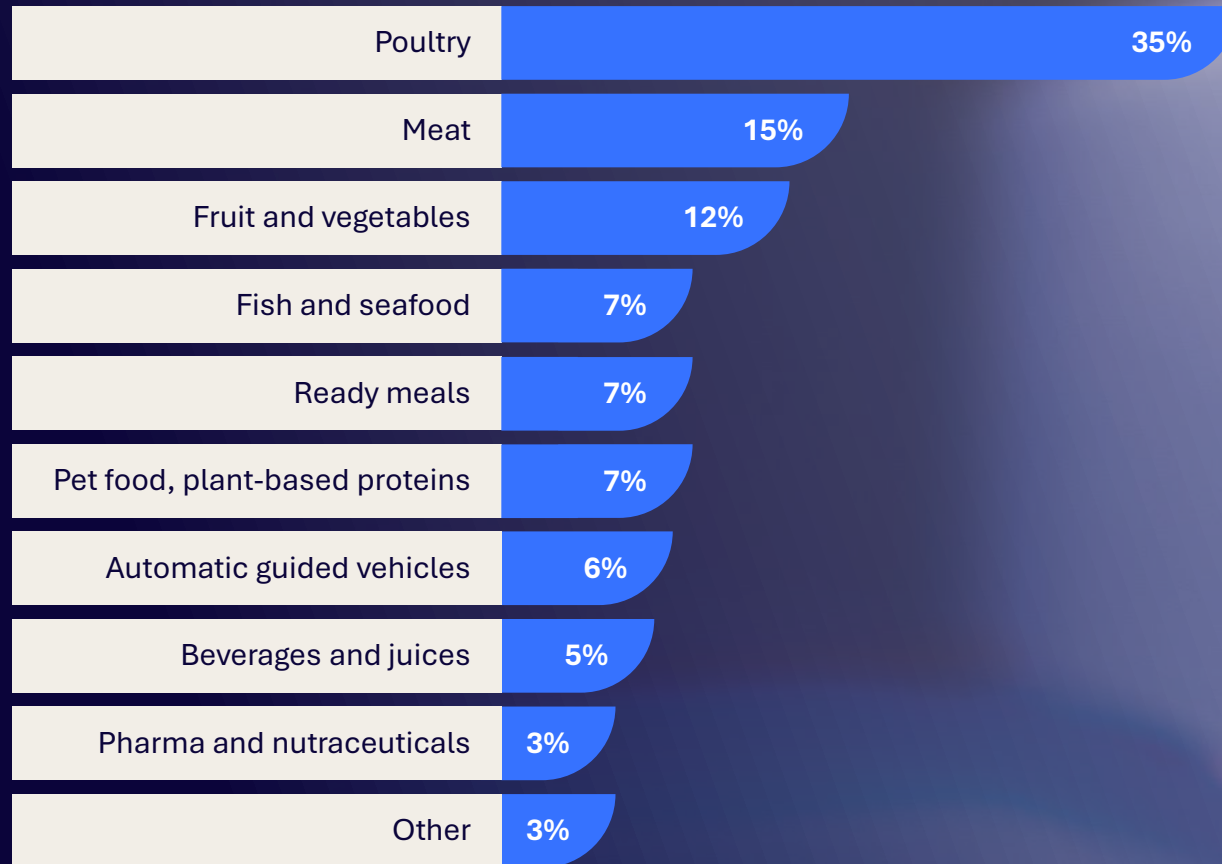
**✦ JBT Marel**

First a glimpse of

 **JB**T Marel

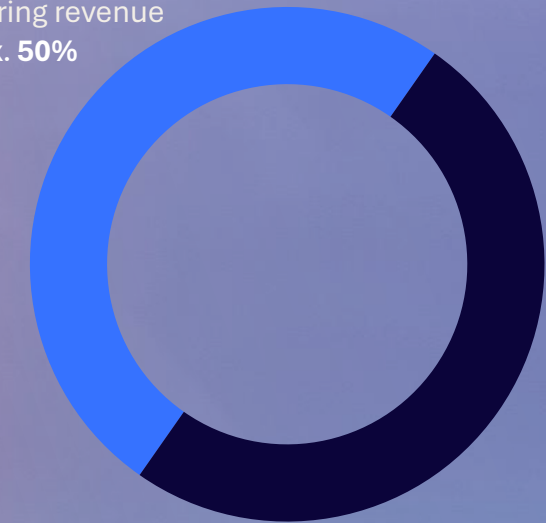
# Diversified end markets and resilient revenue mix

FULL-YEAR 2024 EQUIPMENT ORDERS BY END MARKETS



FULL-YEAR 2024 REVENUE MIX\*

Recurring revenue  
approx. 50%

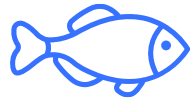


Non-recurring revenue  
approx. 50%

\*Recurring revenue is based on the definition of recurring revenue for JBT and aftermarket revenue for Marel, which were combined in the above graph. This does not take into consideration any differences between the two definitions, which JBT Marel is in the process of aligning.

# All the way across the value chain

Software



Salmon,  
White Fish,  
Other



Service



# Fish manufacturing sites

## Garðabær, Iceland

- European headquarters
  - Primary manufacturing site
  - Main Software division
- 
- 600+ people

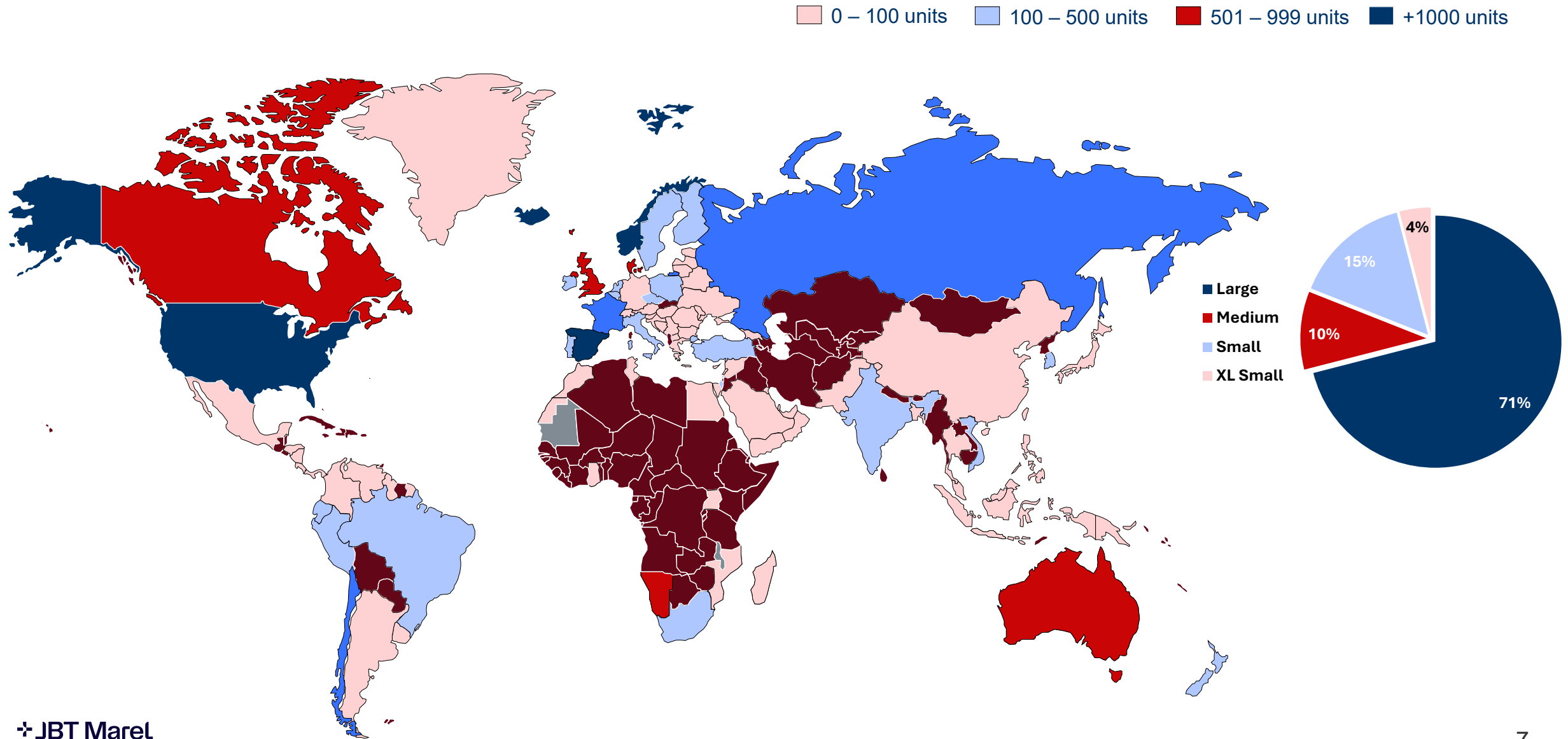


# JBT Marel Støvring

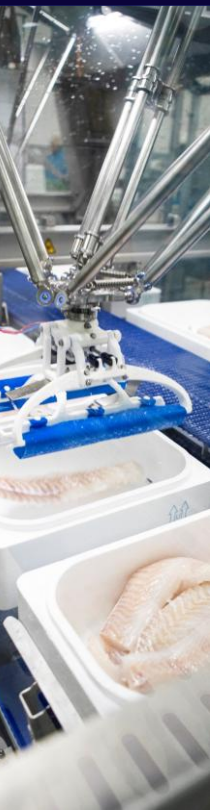
The location consists of two divisions:

- **Salmon Division:** Produces and sells salmon processing equipment, including:
  - Complete solutions
  - Advanced filleting machines
  - Slicing machines for cutting fixed weight slices
- **Preparation Division:** Produces and sells grinding and mixing equipment, mainly for the meat industry, as part of product lines for eg. meat balls, nuggets, saugages.
- 300 employees
- 10.000 m<sup>2</sup>

# JBT Marel Fish install base is in 98 countries across six continent



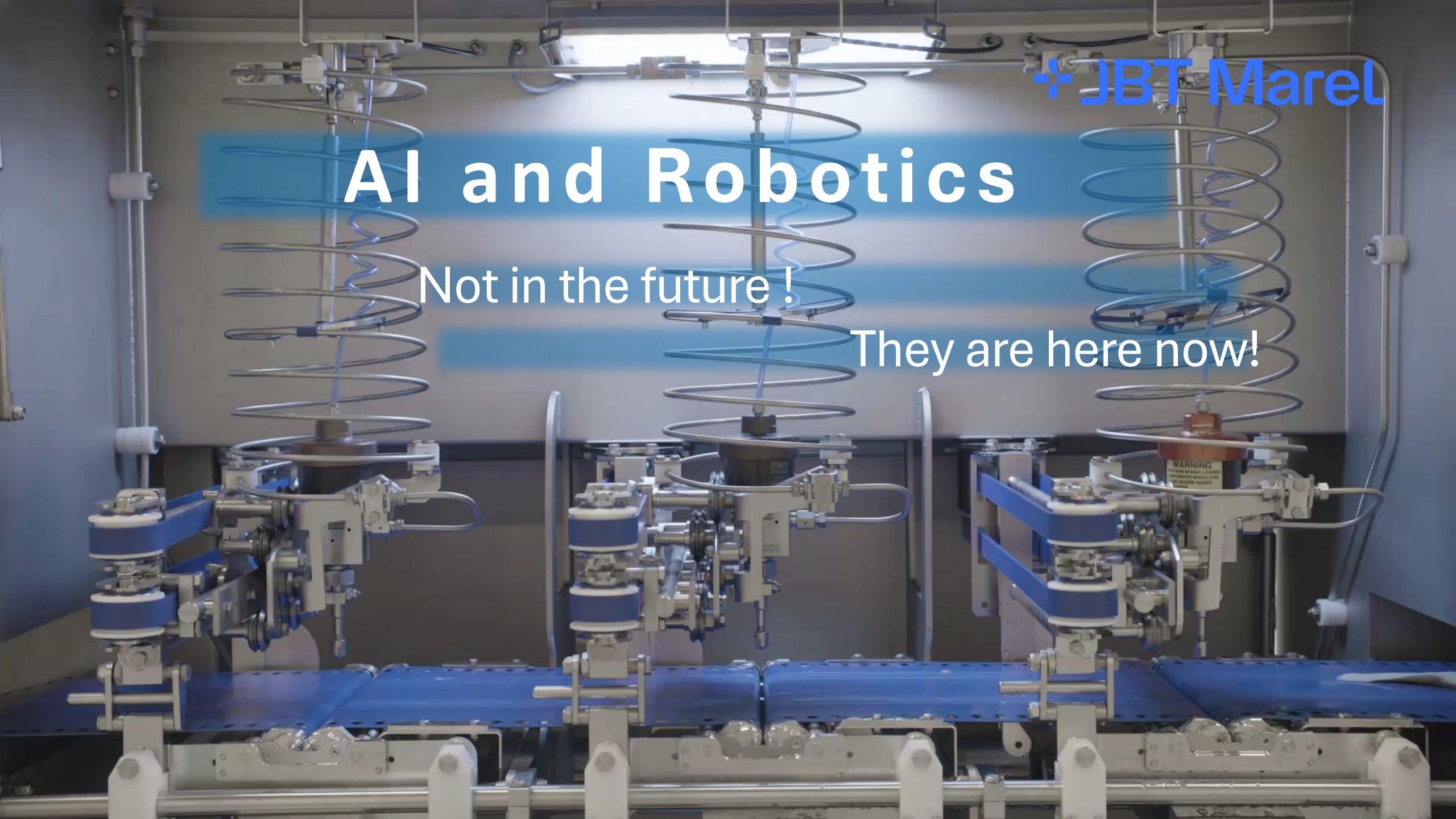
# AI and Robotics



# AI and Robotics

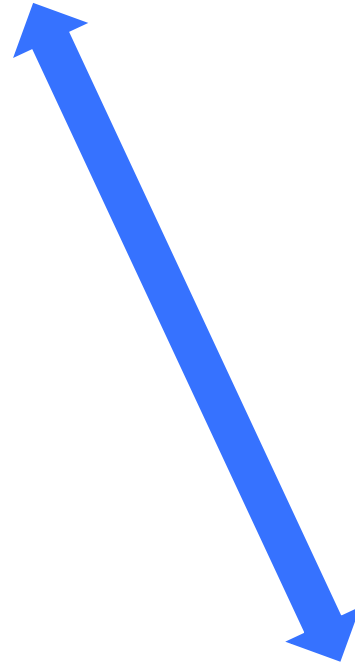
Not in the future!

They are here now!



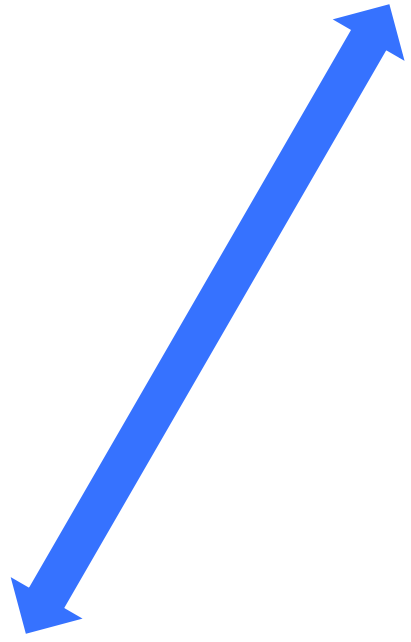
**Yield**  **Quality**

**Throughput**

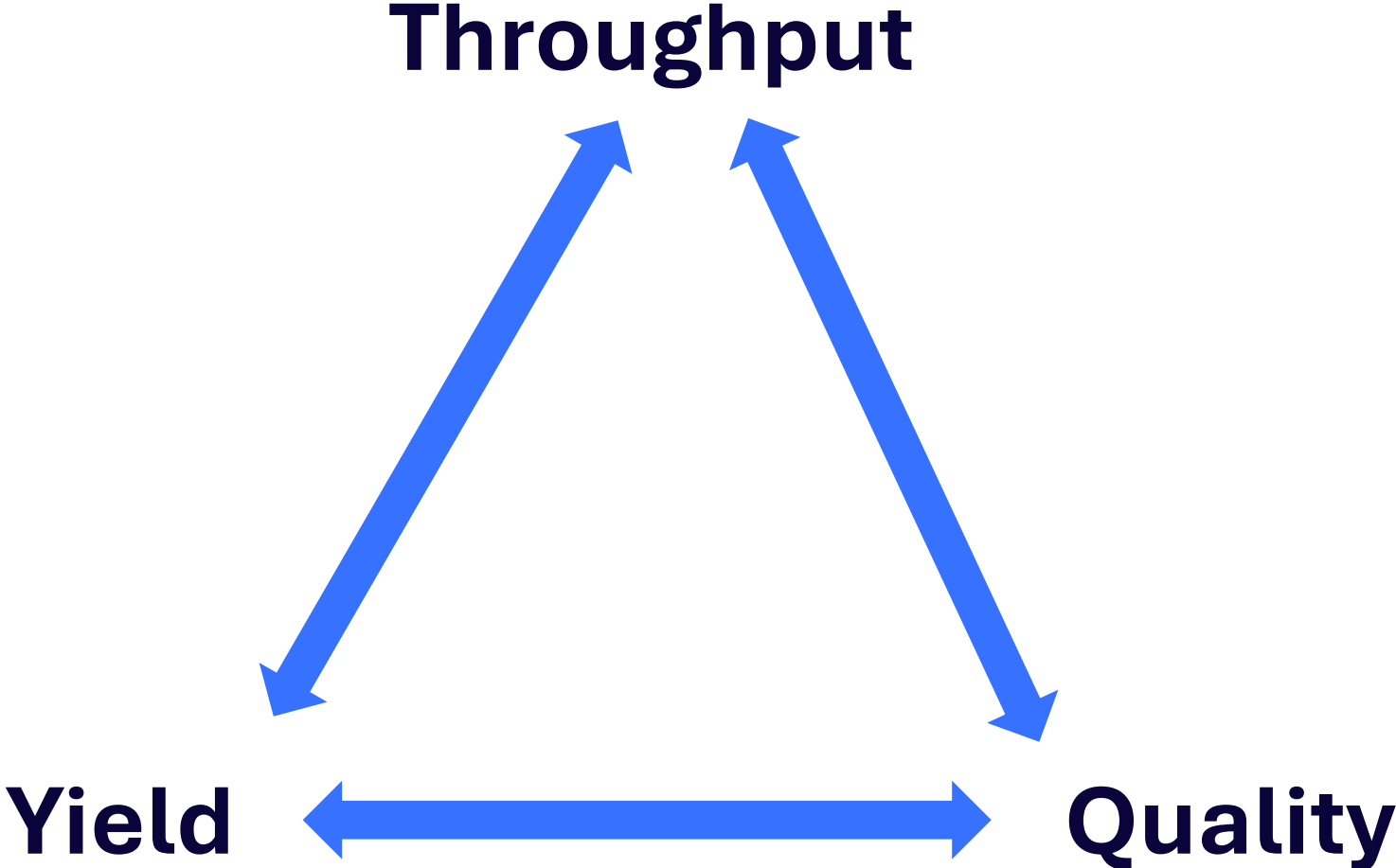


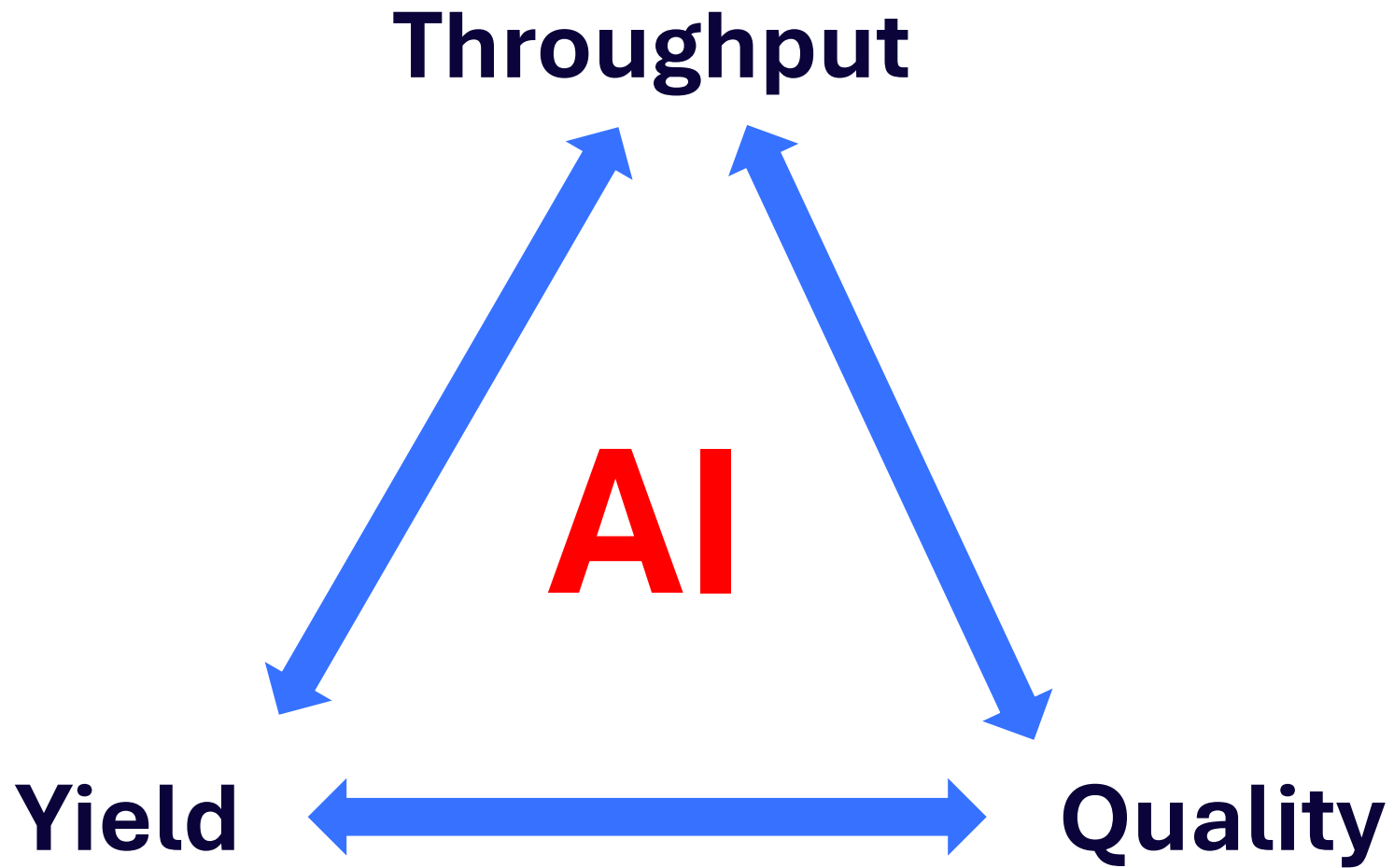
**Quality**

**Throughput**

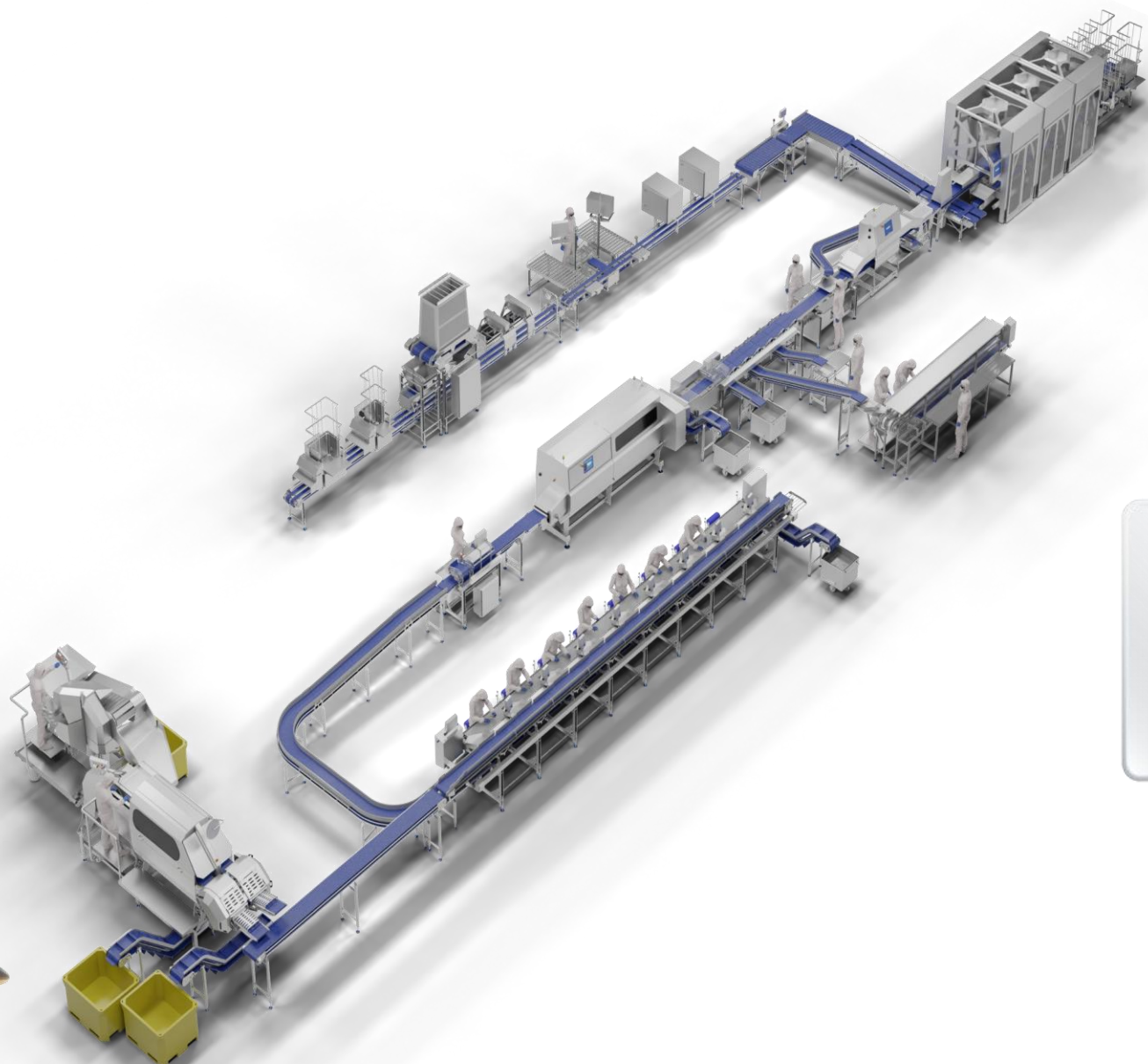


**Yield**





# Proven Whitefish Processing technology



✦ JBT Marel

Powered by

# AXIN

actionable insights

Food Processing Software

# Whitefish Quality

Constant Quality



1.

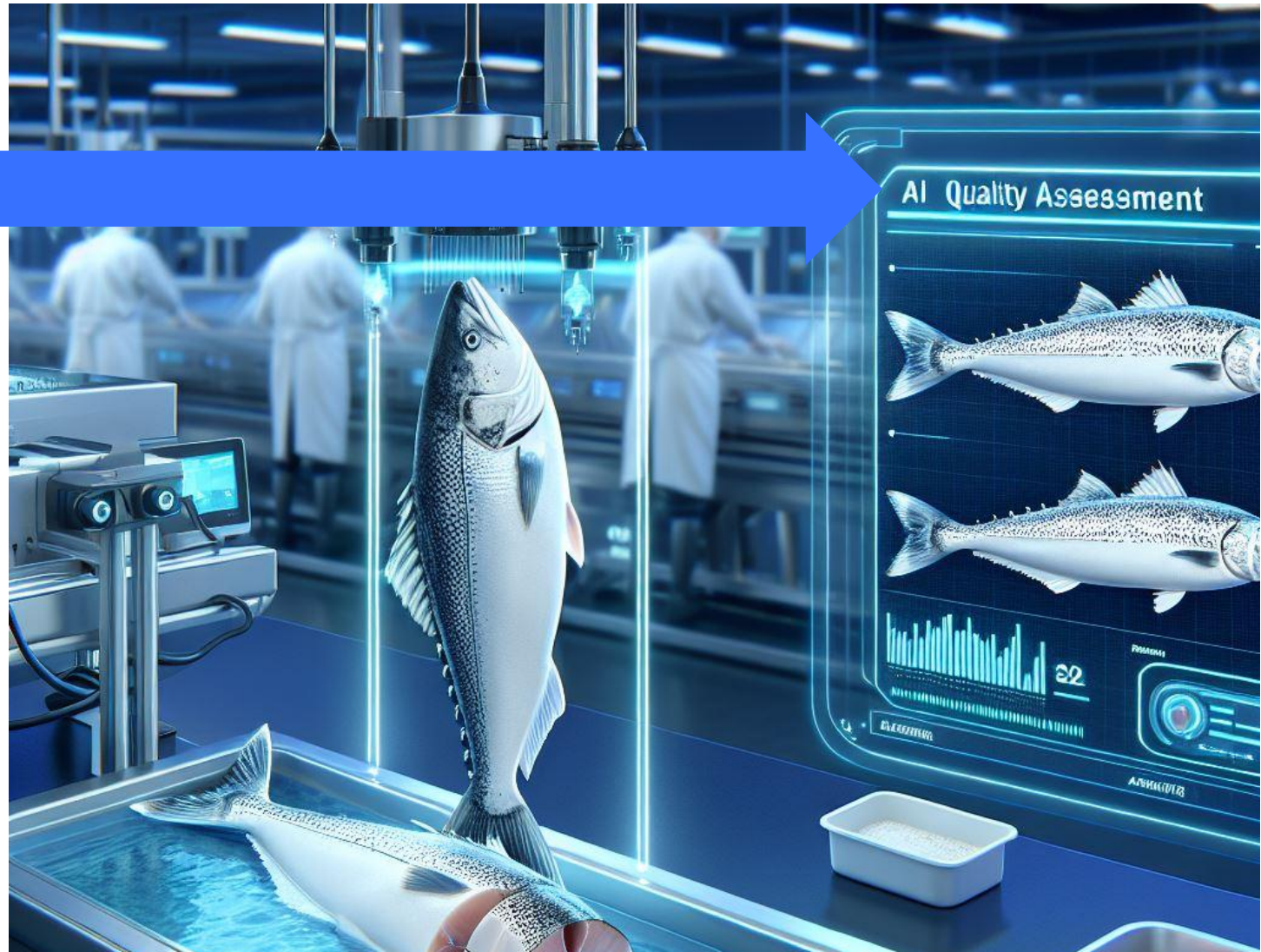


2.



# Quality – reality

Consistent quality



# Whitefish Quality

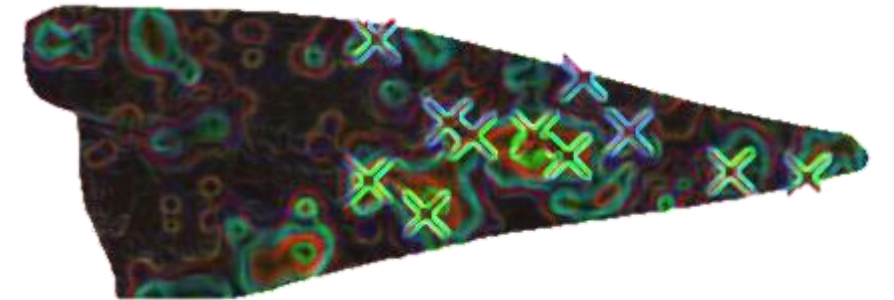
Fish QC



## What if AI could tell us

- 1) What quality each fillet is
- 2) Where in the fillet there is a quality issue

And based on this decide cutting pattern



# What if AI is already here?



**FleXicut**

**AI enabled**

**Gaping detection**

# Whitefish Quality

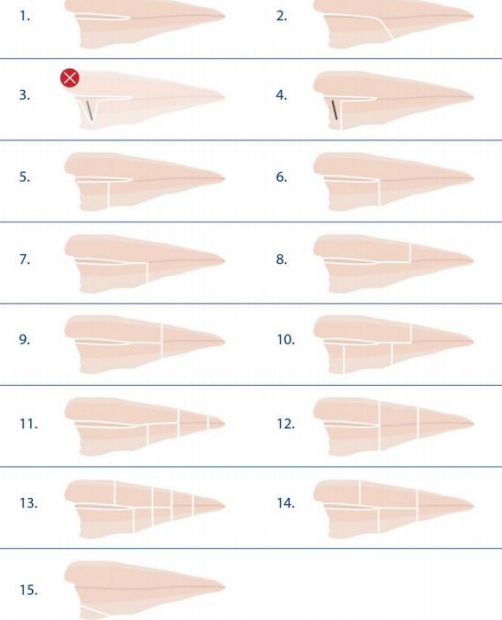
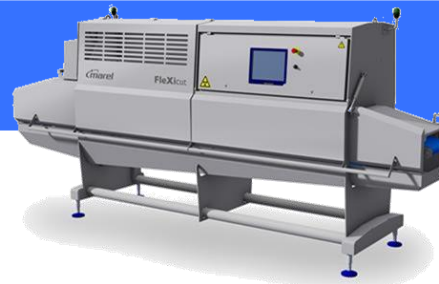
Fish QC



Fish QC



**Flexicut**  
With AI Gaping Detection

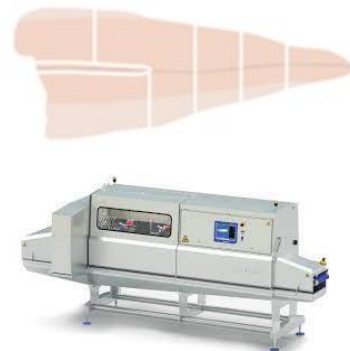


# FleXicut

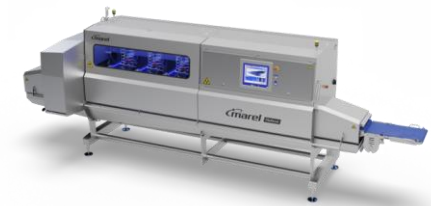
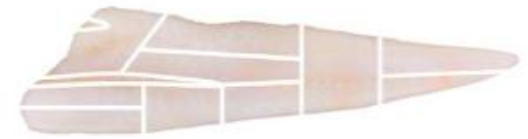
## Portfolio and history



**FleXicut Jet**



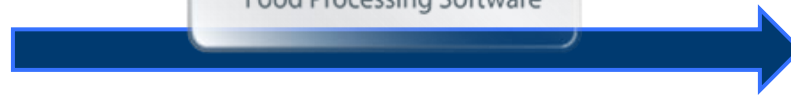
**FleXicut**



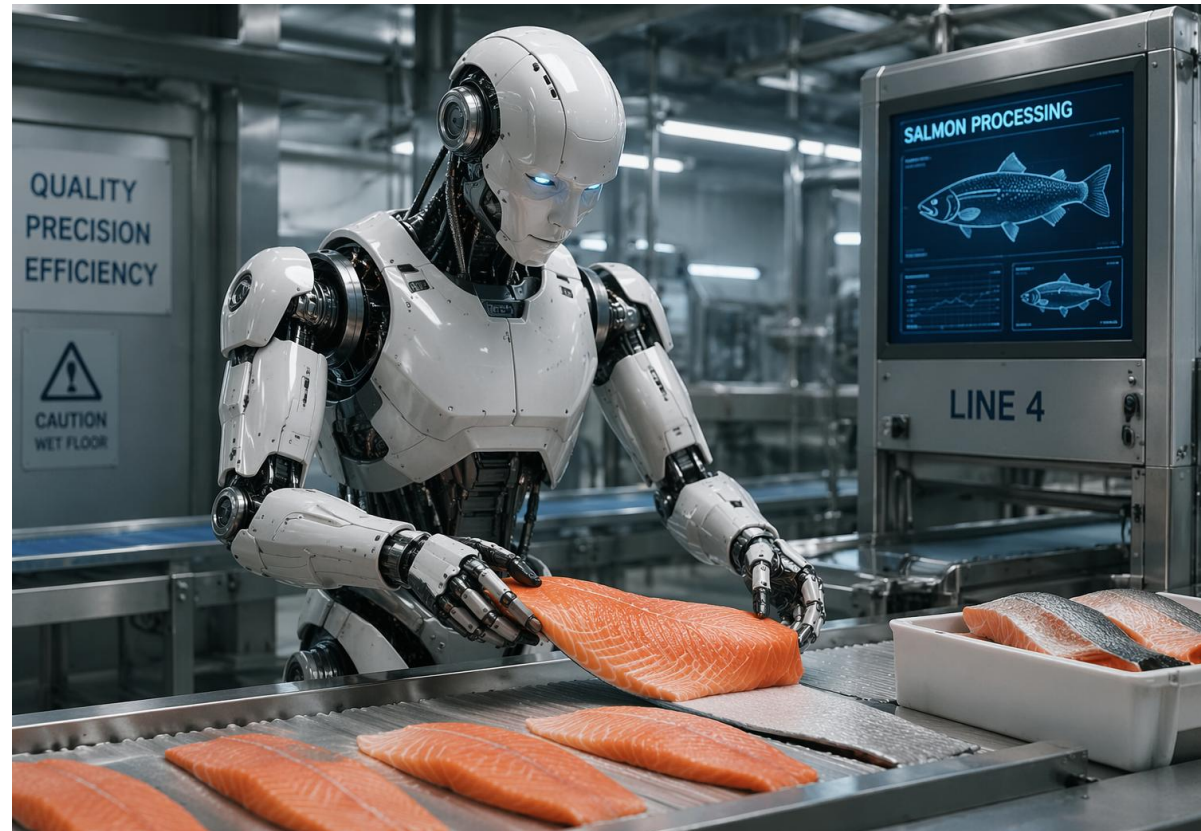
**FleXicut Tres**

# Process consulting

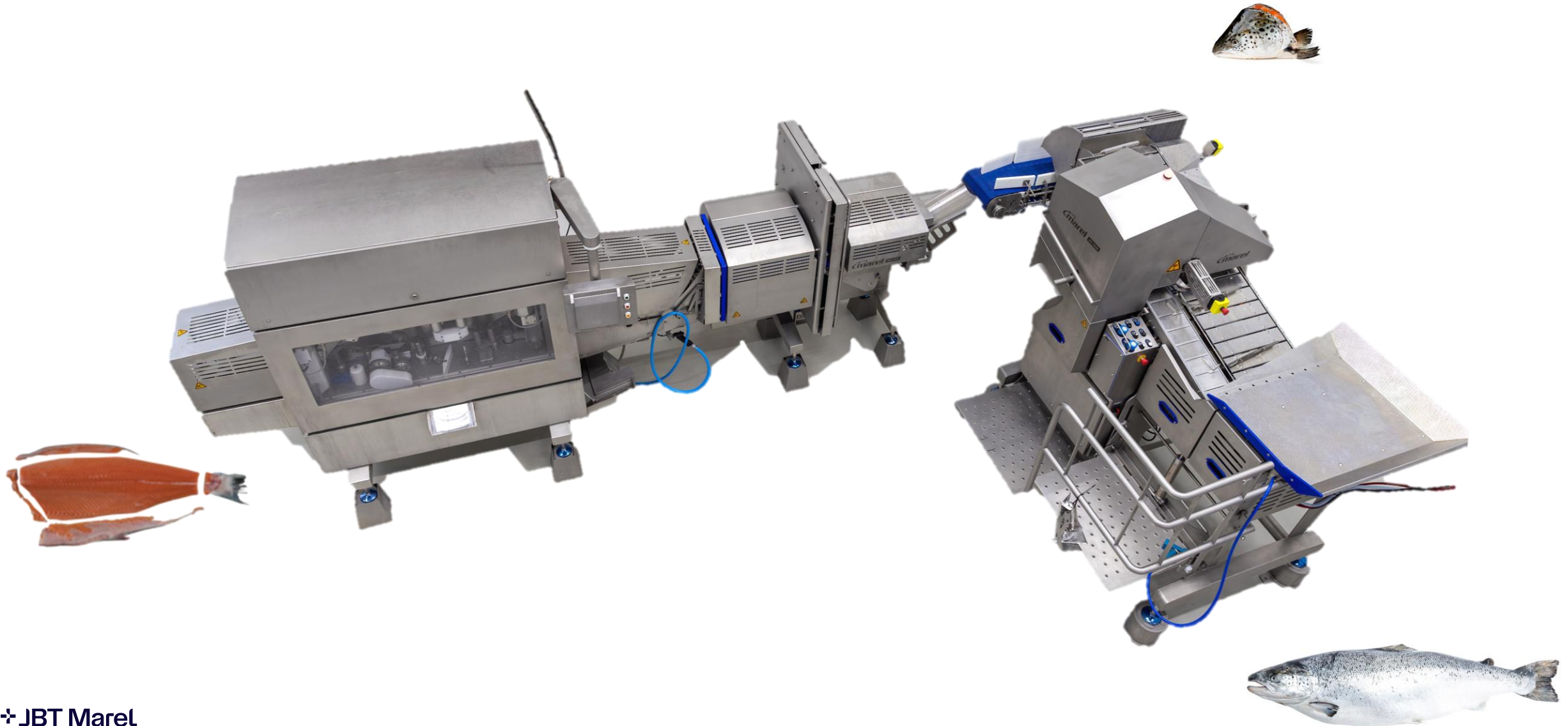
It is all about the process



# Is this a task for a Robot?



# Robot or a machine?



# THE IMPORTANCE OF SOFTWARE AND IT SYSTEMS IS INCREASING



People supported by machines

**Before**



Processing solutions are supported by software

Individual machines use AI

**Today**



Full line processing systems are based on IoT and AI

**The future**

# Partnering for lifetime performance

Maximize the performance, reliability, and lifetime value of your equipment with a service partnership designed to support your operations at every stage.

- Minimizes downtime and ensures consistent, high-quality output.
- Extends equipment life and protects your investment.
- Enhances safety and reliability in daily operations.
- Let you choose the right level of service with flexible add-ons.
- Enables tailored Service Agreements for measurable value and long-term performance.





YEAR ANNIVERSARY  
1983-2023

## HOW DID THIS ALL START?

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Marel started as an idea at the University of Iceland in 1977

Aim was to use computers to increase throughput, yield and quality and in the Icelandic fish industry.

Later we started to make machines!



# Be ready for AI



## Connected machines (IOT)

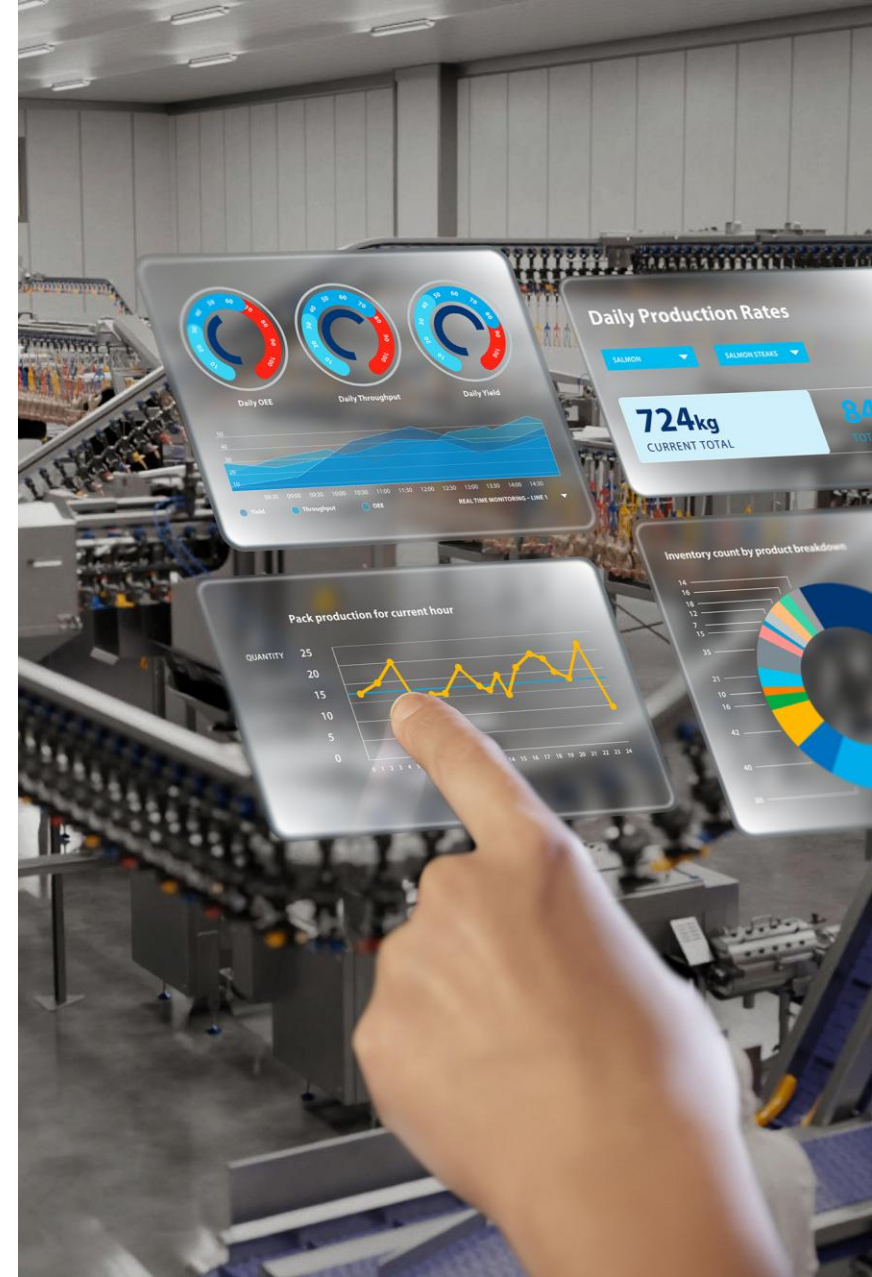
is the key to register what is going on.

## Registering to measure performance

Systematic registration is a key to enable improvements.

## Having data is a must

data is a must of you want to be AI ready!



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# The future is here!

Let's join it together!

