

MEDIA RELEASE

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For immediate release

REVOLUTIONIZING PACKAGING REMOVAL FOR MEAT AND POULTRY PROCESSORS

The meat and poultry processing industry in North America is embracing automation to tackle operational challenges and improve worker safety. MHM Automation, a New Zealand-founded company owned by Houston-based Fortifi Food Processing Solutions, has launched innovative robotic systems that are transforming the way secondary meat processors handle packaging removal.

MHM's proprietary robotic de-palletizing and de-boxing systems are designed to streamline front-end production line processes. These solutions automate the preparation of bulk meat products for further processing, delivering significant safety and efficiency gains.

Chris Linssen, VP Sales North America – Meat, Poultry, and Petfood at MHM Automation, highlights the uniqueness of this technology. "The meat processors I'm showing it to are telling me they've never seen anything like it," he says. "Our systems detect the shape and size of each box and the stacking pattern on each pallet, adjusting dynamically. This is ideal for plants processing meat from various suppliers with diverse box sizes and formats."

The technology comprises a robotic de-palletizer to unload boxes from pallets and transfer them to the conveyor line, a universal robotic de-boxer to open boxes, and a side-tip module to empty contents onto a conveyor for further processing.

A Safer, More Efficient Workforce

One of the biggest advantages of automation is improved worker safety. Robotic de-palletizing eliminates the risk of strain injuries caused by lifting heavy boxes, while automated de-boxing reduces the dangers associated with manual knife use. Additionally, automation helps reduce reliance on manual labor, a crucial benefit for facilities struggling with recruitment, high turnover rates, or absenteeism.

"Automating laborious tasks like de-palletizing and de-boxing allows employees to be redeployed to higher-value tasks, which can improve employee retention," says Linssen. "This is becoming increasingly relevant for the meat industry as a means of addressing its notoriously high workforce turnover rate."

Strong Market Adoption

The response from US meat processors has been overwhelmingly positive. MHM has already provided installations for four facilities and has received several more orders. In anticipation of growing demand, the company expanded its US-based sales and service teams in 2024, with further growth expected in 2025.

Proven Expertise

MHM Automation is no stranger to success in North America. For over 15 years, the company's reverse packaging solutions have been widely adopted by major cheese processors across the continent. Now, the meat industry is following suit, leveraging MHM's innovative technologies to boost efficiency and safety.

See the Technology in Action at IPPE 2025

MHM Automation will showcase its packaging removal system at the International Production & Processing Expo (IPPE) in Atlanta. Visitors can find them at the Fortifi Food Processing Solutions booth (Blue Hall C, Booth C37141), alongside sister companies Bettcher, Frontmatec, Cantrell-Gainco, Greenline Poultry Parts, Lima, Nothum, Reich, and technology partner Völur.

This demonstration will also feature MHM's other advanced solutions for box chilling, freezing, and materials handling, further solidifying the company's reputation as a leader in automation for food processing.

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For more information or comment, please contact Chris Linssen, VP Sales North America – Meat, Poultry & Petfood. Phone +1 847 226 6276 or email c.linssen@mhmautomation.com.

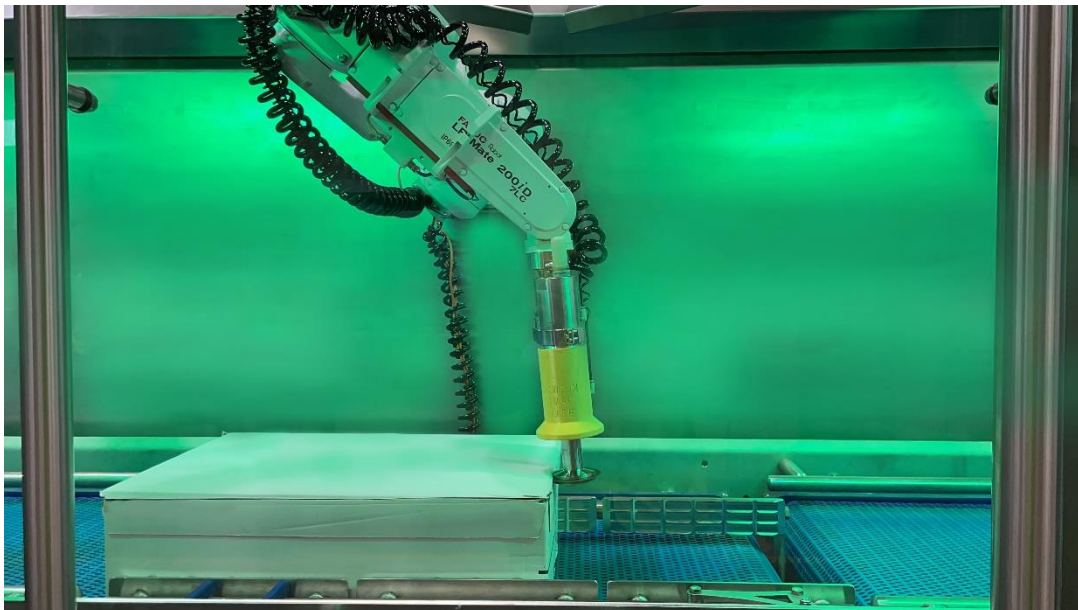
PHOTOS AND CAPTIONS

Images and captions follow. High resolution files of these, plus additional images and videos of the de-palletizing and de-boxing equipment in operation can be downloaded from the following link:

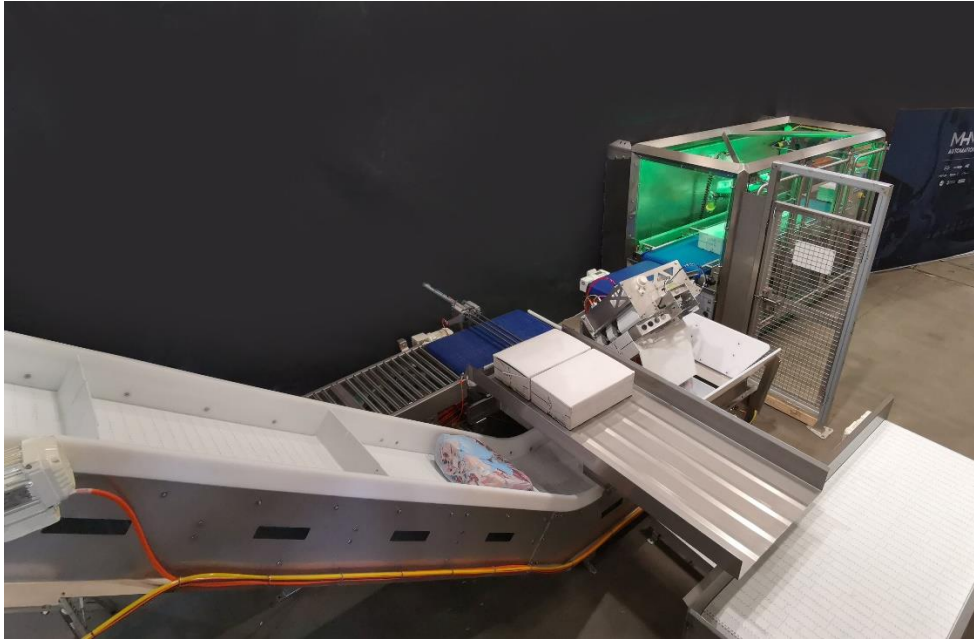
[Reverse packaging media](#)



MHM Automation's Robotic De-palletizer is capable of handling boxes of varying sizes, in any stacking configuration.



MHM Automation's Universal Robotic Box Cutter uses vision technology to enable it to accurately and safely open boxes of any shape and size, without operator intervention.



MHM Automation's De-boxing system includes a side tip module to unload the contents of boxes onto a conveyor line to transport them to the processing line. Waste corrugate is separated and conveyed away.



MHM Automation VP Sales North America – Meat, Poultry and Petfood, Chris Linssen