



**TSG** | Together  
Making Waves

**PREVENTION OF HAND INJURY –  
USE OF TECHNOLOGY**

**Safe Hands Campaign 2022**

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*The original taste –  
enjoyed by generations!*



Thong Siew was founded in 1976 with 45 years of experience in Fish Ball and other Surimi Based Products manufacturing.

With 2 facilities in Singapore and Malaysia producing over 30 tons of products daily.

Today, we are manufacturing over 60 varieties of products catering to local Singapore Market as well as to over 30 countries globally.



# Our Journey from humble beginnings to today



Started as a 1,000sqft family-run backyard operation in Changi

1976



Moved to 14 Senoko Way 70,000sqft. Set up new production lines and obtain EU license to facilitate penetrate overseas markets penetrations.

1995

Set up new plant in Malaysia 82,700sqft factory in Johor. Currently producing labor intensive products, 1000 MT annually

2006



2015

Joined the Neo Group family on 12<sup>th</sup> June 2015

Moved to 22 Senoko Way 160,000sqft factory and producing 8000 MT annually

2017



2019

Achieve BizSafe Level 4



# Our Export Distributions



We are export to over 30 countries with the biggest overseas market being North America, Europe, and SEA





# Use of Technology in production

In 2017, we have invested **14 Million** in technology for **production automation** in our new facility



# Bowl Cutter



- Fast blending speed of 4500 rpm
- Reduce blending time by 40%





# Nitrogen freezing tunnel

only one in Southeast Asia (for fish ball manufacturing)



- Reduce Freezing Time from 60 min to 20 min
- Improve product quality by retaining moisture and maintain Bounciness of Fish Balls



# Auto Packing Lines



Export Auto Packing

Fresh Fish Ball Auto Counting

- With precise weighing technology our Yield increase by 2-3% (est. \$250K/year)
- Capacity Double Up

- Improve capacity by 50%



**Total manpower reduced by 20**





## Investment results

Productivity per hour  
increase by

**25%**

Production cost reduced  
by

**20%**

Manpower needed  
reduced by

**25%**



## Our Covid-19 impact & response

With Malaysia's lock down, our production workers  
reduce by 25%

Additionally, demand increase by 30%

To cope with the challenges, we relooked our processes  
and optimized our production workflow



# Our Processes

## Raw Material



Surimi



Mincing



Blending

## Packing



Counting



Weighing





# Our technology implementation

## BEFORE



### Meat Flaker Machine

- Push manually surimi fish blocks into the flaker
- Risk of exposing operator's hands to the rotating cutter

## NOW



### Mincer Machine

- Surimi blocks are lifted mechanically
- Operator is fully shielded from hazards of moving cutters
- Hand (musculoskeletal) injuries are prevented.



# Our technology implementation

## BEFORE



### **Bowl-cutter without loading mechanism**

- Manual loading of surimi blocks
- Risk of cut to operator's hands
- Causes fatigue
- Risk of musculoskeletal injuries.

## NOW



### **Bowl-cutter with auto bin loader**

- Manual loading
- Keeps operator's hands away from sharp blades
- Improved productivity
- Reduced fatigue.



# Our technology implementation

## BEFORE



### Packing Machine (Standalone)

- Counting is done manually
- Prone to counting errors
- Operators' hands are exposed to near freezing temperature

## NOW



### Fish Ball Auto-counting and Dispensing Machine

- Counting is done electronically
- Eliminate cold injury or numbness to hands
- No more contact by operators.
- Improve in accuracy and hygiene handling





# Our technology implementation

## BEFORE



### Manual Packing

- Heavily involved the use of hands of operators
- Transfer products (heavy load) onto packing table
- Weighing and packing is done manually

## NOW



### Auto weighing and packing

- Products are transferred via conveyor system
- No human intervention and remove all involvement of hands.

**No hands = Zero risk to hands + 100% hygienic products**



# Forward Plan

**continue  
with  
automation  
plans**

**continual of in-  
house  
integration of  
technology**

**retraining of  
staff**

**aim towards a  
'no light'  
production  
process**



## Our Beliefs



[#safehandsafefood](#)







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# Thank You