



P&P Optica
680A Davenport Rd
Waterloo ON N2V 2C3
519-576-0007
www.ppo.ca

FOR IMMEDIATE RELEASE

A Decade of Innovation with P&P Optica Advancing Foreign Material Detection for Safer, Higher-Quality Meat Processing

Waterloo, ON – January 22, 2025 – P&P Optica (PPO), a leader in hyperspectral imaging solutions for food processing, proudly marks its 10th anniversary in the industry, celebrating a decade of innovation, transformation, and commitment to quality.

With roots in spectroscopy dating back to 1995, PPO has leveraged its deep expertise in image processing and spectroscopy to revolutionize the way processors detect and remove foreign materials, measure lean point, and ensure product quality. This cutting-edge technology forms the foundation of PPO's groundbreaking solutions, which have redefined what's possible in meat inspection. PPO's systems are trusted by meat processors across North America, Europe, and Asia-Pacific. These solutions are designed to address multiple inspection activities, including foreign material detection and lean-point measurement, with unparalleled precision—delivering insights and efficiency without compromising effectiveness. This versatility has set PPO apart as a pioneer in the industry.

“In the last decade, we've proven that challenges once thought impossible—like detecting and removing low-density foreign materials—can not only be solved but exceeded,” said Olga Pawluczyk, CEO of PPO. “It's been incredibly rewarding to continue building on my father's legacy and advance the technology he dedicated his career to developing. Our work is helping processors all over the world provide safer, higher-quality food, and I couldn't be prouder of our team and what we've achieved.”

As PPO looks ahead, the company remains dedicated to pushing boundaries, driving innovation, and helping processors worldwide deliver safer, higher-quality products.

For more information about P&P Optica and its revolutionary food inspection systems, please visit **Booth BC45087** or www.ppo.ca.

About P&P Optica

P&P Optica is a global leader in smart imaging technology for meat processing. PPO's mission is to help food processors make safer, higher-quality food while improving their margins and optimizing their operations. PPO's Smart Imaging Systems systems offer automated, in-line

inspection of food products, safeguarding product safety and ensuring quality. Today, our systems are used in beef, pork, poultry and pet food processing plants in North America, Europe and Australia. Powered by PPO's proprietary and patented hyperspectral imaging technology, artificial intelligence, machine learning and advanced software, these systems provide real-time foreign material detection, comprehensive quality assessments, and the rejection of undesirable products.

Media Contact:

Heather Galt

Chief Customer Officer

P&P Optica

heather.galt@ppo.ca

+1-519-576-0007