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FOR IMMEDIATE RELEASE

P&P Optica Unveils the Waterfall Elite: Compact, Powerful, and Industry-Leading Inspection Technology for Meat Processors

Waterloo, ON – January 23, 2025 – P&P Optica (PPO), a leader in innovative food inspection technology, is excited to introduce the **Waterfall Elite Configuration**, the latest advancement in its [Smart Imaging System](#) lineup. This new offering provides the same reliable performance as PPO's flagship Waterfall system but in a smaller footprint, making it ideal for facilities looking to optimize space without compromising safety or quality.

Compact and Powerful Design

This innovative system is the perfect solution for processors of chunked or ground products, bacon bits, and other small-form items. With its streamlined design, the Waterfall Elite integrates effortlessly into compact processing lines while maintaining the same high level of detection capabilities.

The system features two-sided inspection. The product passes through a controlled “waterfall” motion as it moves from one conveyor belt to another. This exposes different surfaces of the product for a more comprehensive inspection. Using advanced [hyperspectral imaging](#) combined with AI and machine learning algorithms, the Waterfall Elite detects and removes even the most challenging foreign materials, such as plastics, rubbers, cardboard and wood, down to very small sizes – with the same level of precision that PPO systems are known for.

“Food processors face increasing challenges to deliver safe, high-quality products in increasingly limited spaces,” said Olga Pawluczyk, CEO at P&P Optica. “The Waterfall Elite is our response to these challenges. It provides the same unparalleled detection capabilities as our other systems while meeting the needs of smaller or more complex processing lines.”

Industry-Leading Innovation

PPO's **Smart Imaging System** uses advanced hyperspectral technology along with visual inspection and AI to collect and analyze real-time data about food chemistry. By delivering unmatched insights into product quality and detecting contaminants with precision, PPO continues to lead the industry in food inspection innovation.

The Waterfall Elite Configuration is now available to food processors across North America. For more information 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.

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