



SEYMOUR DAIRY RELIES ON  
ADVANCED DETECTION SYSTEMS TO  
HANDLE DIFFICULT PRODUCT

Rich, aged blue cheese is one of the most sought-after delicacies for cheese connoisseurs. Seymour Dairy, located in Seymour, WI, makes some of the finest blue cheese in the world. However difficult it might be to produce this prized cheese, it is nothing compared to the challenge it poses to a metal detector. These 10 pound blocks of cheese, cured in a brine solution, have a product effect very like that of metal, making it difficult to tune out the product while still being able to detect any metal contamination. “It is important to us to be able to produce the finest quality cheese and assure our customers that it is free of any contaminants. We needed to find a metal detector that would be able to detect even minute pieces of metal.” commented Mike Brennenstuhl, President of Seymour Dairy. To help them in their search, Seymour turned to Advanced Detection Systems because of their customized, customer driven philosophy.

“This product posed a real challenge for us,” said Joe Simon, Advanced Detection Systems’ chief electronics engineer. “Large product mass, high salt content, elevated temperatures – these all make detecting metal more difficult.” Using proprietary technology, Advanced Detection Systems was able to customize a metal detector to meet Seymour’s unique needs. “Rather than offering products designed to meet a broad range of needs at the expense of performance, we have taken the approach of listening to our

customers and developing a custom detector, specifically engineered for their unique situation. By doing this, we are able to get optimum performance for each customer.” noted Dave Smith, National Sales Manager. “Having all aspects of our business – engineering, sales, production and technical service – located in Milwaukee, WI, allows us to respond quickly to our customers and give them the ideal product, rather than relying on mass produced, standard machines.”

Seymour Dairy has been very pleased with the performance of their Advanced Detection Systems’ metal detector. “It has exceeded our expectations in terms of performance and sensitivity. Advanced Detection Systems was willing to work with us and build us a unit which does exactly what we want it to do.”

###

4740 W. Electric Avenue • Milwaukee, WI 53219 • 414/672-0553 • 414/672-5354 Fax • [www.adsdetection.com](http://www.adsdetection.com)