

Quality first – a Nantes-based macaron manufacturer's recipe for success in Japan



Case Study / **MAG'M**

To fulfil their international ambitions and meet Japan's stringent quality control expectations, French macarons manufacturer MAG'M found in Ishida the ideal business partner.

Facts and figures



Two IX-GN-4044 have been installed in MAG'M's factory in 2023 and 2024, inspecting hundreds of thousands of macarons every day



The first X-ray was installed within 12 weeks of the order being placed, allowing MAG'M to rapidly meet the quality control expectations of one of their key markets: Japan



Thanks to their new Ishida X-ray systems, MAG'M can detect contaminants down to 0.4mm in diameter.



A partnership focused on export

Founded in 2005 and part of the Onoré Group since 2022, MAG'M is a macarons manufacturer based in the Nantes region of France. From its humble beginnings in a small workshop in Geneston, the company soon grew in response to the growing appetite for their 'made in France' artisanal macarons, opening a larger factory in 2007. Today, hundreds of thousands of macarons are produced there every day.

Immediately, exporting stood out as a major opportunity for the company, with its custom-made macarons proving popular with foreign buyers. Benoît Szczepaniak, factory manager of MAG'M, explains: "Nearly 70% of the macarons we produce here in Geneston are exported internationally. Our chocolate and raspberry flavours are among the most popular, but we also create custom recipes to suit local tastes, like a "matcha tea" flavour for Japan."

MAG'M began to trade with Japan in 2021, soon becoming a major macarons buyer. However, the macaron manufacturer rapidly found itself confronted with Japanese quality standards, being stricter than those in Europe.

Mr Szczepaniak adds: "The rise of trade in Asia combined with the acquisition by the Onoré Group makes food safety one of the pillars of the MAG'M factory. It's something in which we are investing heavily."

"We already had a metal detector and a checkweigher, but we needed to go further to meet Japanese standards. We quickly decided to invest in X-ray inspection equipment to strengthen our quality control procedures."

On the recommendation of one of its clients in Japan, MAG'M turned to Ishida.

Laura Agoulon, Regional Sales Manager for Ishida, explains: "MAG'M wanted an inspection system that would meet the very strict requirements of the Japanese market."

"We had several X-ray inspection systems available in our Paris office, so we quickly organised tests in the presence of both MAG'M and one of their main Japanese customers. We focused on certain contaminants with very fine detection levels to allow us to refine our approach and to offer settings that were 100% tailored to their products."

Precision first

Following successful trials, MAG'M ordered its first IX-GN-4044 X-ray machine in February 2023.

The model is part of Ishida's IX-GN range, equipped with the manufacturer's patented genetic algorithm, which allows unique image analysis filters to be created for greater detection accuracy. The system also features variable-voltage tubes to detect very low-density contaminants, which are sometimes missed by traditional X-ray inspection systems.

Within 12 weeks, the system was in place. In 2024, MAG'M ordered a second, identical X-ray model. Both X-ray machines operate almost continuously, and no product leaves the factory without an X-ray inspection. Thanks to the new system, MAG'M can detect particles down to 0.4 mm in diameter.

Mr Szczepaniak comments: "Our goal was to advance our detection levels to meet the demands of new markets – and that's exactly what Ishida's X-ray systems helped us achieve."

"We particularly appreciated the fine-tuning of the systems, which allowed us to significantly increase our detection level. The system is intuitive for our operators, and the stainless steel construction is very easy to clean."

Quality as a calling card

Today, the presence of Ishida X-ray systems has become a real strength for MAG'M. These efforts to ensure the quality and safety of their products earned them an award in 2024 for best practices from a supplier.

Mr Szczepaniak concludes: "Few companies in our sector can boast that they use both metal detectors and X-ray inspection systems. For us, this is a strength."

"The installation of the two Ishida X-ray inspection systems has given us an enormous legitimacy in Japan and enabled us to unlock several economic opportunities. Thanks to Ishida, quality has become our calling card."















The customer

MAG'M is a French family business, based in the Nantes region, specialising in the production of pastry macarons. Through its expertise, know-how, and excellent value for money, MAG'M is the expert partner of all distribution players in France and internationally, for the manufacture of custom macarons.

For more information on MAG'M, visit www.wwww.magm-m.fr



The overview

 <p>From humble beginnings the company opened a larger factory in 2007</p>	 <p>Hundreds of thousands of macarons are produced there every day</p>	 <p>Nearly 70% of macarons produced in Geneston are exported</p>	 <p>In 2021 MAG'M began trading with Japan</p>
 <p>Meeting stricter quality standards in Japan required further investment</p>	 <p>The installed X-ray's strengthen QC procedures</p>	 <p>MAG'M turned to Ishida after a recommendation from one of its clients</p>	 <p>The installed X-ray systems use Ishida's unique self-learning Genetic Algorithm (GA) technology</p>
 <p>Easy clean stainless steel construction</p>	 <p>Ishida's X-ray systems help MAG'M to achieve advanced detection levels</p>	 <p>X-ray inspection enabled MAG'M to unlock several economic opportunities</p>	 <p>Family business established in 2005 specialising in the production of macarons</p>

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Every business has its own challenges; ours is to help you overcome yours. Working smarter, faster, together, we can help you achieve higher standards and get your products retail ready quicker.

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