



## Adam Boren

Adamatic

As an adolescent, Adam Boren probably wasn't dreaming about making significant contributions to the baking industry. He was more focused on mourning the loss of his entire family as well as surviving the Warsaw ghetto uprising, three concentration camps and a death march.

After surviving the Holocaust and liberation by the Allied forces, he lived in an orphanage until he immigrated to the United States through the Hebrew Orphans program in 1946. Once in the United States, he used the determination and strength he developed to get through such difficult circumstances to become successful in the baking industry. He started Unico Refrigeration Co. in 1956 with Gil Shapiro, the husband of one of his surviving cousins. The company supplied refrigeration to supermarkets in the New York and New Jersey area. In 1961 they added Herb Friedman to the company and began calling it Adam Equipment Co. According to tradition, they pulled straws and Mr. Boren won, which is why he got his name on the marquee. Adam Equipment later became Adamatic.

When Mr. Boren realized European bread and roll equipment did not fit the needs of the U.S. market, Adamatic began designing and manufacturing its own equipment, which made it the first company to manufacture automatic bread and roll lines in the United States. To this end, Mr. Boren brought in two engineers — one from America and one from Europe — and they researched all available roll equipment and then developed the Adamatic system that was introduced in the late 1960s. The lines were different from anything else at the time and could process a wide range of roll styles on the same line. In addition, it could handle dough pieces from 1 to 10 ounces and output 12,000 to 40,000 pieces per hour.

Mr. Boren helped develop innovations in automating bakeries from large wholesalers to in-store supermarkets. He also brought the rack oven concept to the United States, allowing bakers to mass produce in smaller spaces at lower prices. In fact, Adamatic was the first company to show a rack oven in the United States at the 1977 International Baking Industry Expo.

Overall, Mr. Boren was instrumental in the early

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automation of in-store bakeries using a U.S.-manufactured ADR-2 Combi line along with rack ovens and proof boxes. Close to 1,000 of these were sold to supermarkets doing scratch baking. He also formed a partnership with Palmer Frozen Dough, the first bakery to make frozen dough for supermarkets, and they began selling the dough and equipment for in-store bakeries.

Over the years, Mr. Boren found being flexible was important. The Kaiser roll dominated Northeastern bakeries when Adamatic started, but by the 1970s hoagie rolls, long rolls, bagels, pitas and other styles were rising in popularity. He believed the baker and the industry needed to change along with these trends.

Mr. Boren's forward-thinking ideas helped bring the industry up to speed with technology. For example, at I.B.I.E. in 1989 wholesale bakeries were only using horizontal mixers, but Mr. Boren showed attendees how to streamline spiral mixers with an automated carousel system. This seemed unrealistic at the time, but automated spiral mixing systems have become the standard for large artisan bakers.

Mr. Boren sold the company in 1989 but stayed on as chief operating officer until he left in 1994 to be treated for pancreatic cancer. He attended I.B.I.E. in 2007, and at that meeting he reflected on how the modern computer-integrated system differed from the first high-volume, high-flexibility roll lines he built in the 1970s.

"All controls used to be manual; now, all are computerized," he said at the time. "The machine automatically adjusts all its settings down the whole line. All construction is stainless steel, where it was once painted. And the company abides strictly by BISSC. All equipment surfaces are BISSC; all motors are BISSC. All parts are available domestically through the Adamatic spare parts departments or other U.S. vendors."

But he said there were similarities in the systems of yesterday and today as they both featured engineering with the wholesale baker in mind, trying to meet customer desire for automation and flexibility.

Mr. Boren was a longtime member of the A.S.B.,

BEMA, the American Bakers Association and the Independent Bakers Association, and supported the American Institute of Baking by donating equipment and guest speaking. He was also very active in his community and charitable organizations, including the International Warsaw Ghetto Resistance Organization, the David S. Wyman Institute for Holocaust Studies and the Jewish Federation. He often spoke about his survival experience and published a memoir, "Journey Through the Inferno."

While World War II interfered with his formal education, he never stopped learning as he was a prolific reader, spoke five languages and educated himself in the baking industry. He passed away in 2009.

