



Building on a Century of Success

A hundred years into its development, Hatfield Quality Meats of Hatfield, Pa. is forging ahead with a program of expansion that has placed it among the top ten pork processors in the country. A critical part of Hatfield's growth in the last decade has been a series of refrigerated structures provided by Perley-Halladay Associates of Malvern, Pa. Now Perley-Halladay is contributing to the newest phase of the meat packer's growth with a state-of-the-art automated storage freezer and several other major refrigerated buildings.



In its centennial year, Hatfield Quality Meats chooses Perley-

Culminating 100 years of quality

For all its burgeoning size and reach, Hatfield remains a family-owned business, founded in 1895 by a Pennsylvania farmer, John C. Clemens, and operated today by his descendants. The Hatfield credo from the beginning has been one of customer service, employee support and adherence to strict Christian ethics. The result has been a steady record of success.

Today's Hatfield offers a product line including hams, franks, bacon, deli meats, sausage, scrapple, and many other pork and beef specialties – a line with more than 800 entries overall. In addition to the flagship brand, Hatfield offers its Butcher Wagon, Pennsylvania Dutch Style and Prima Porta

Italian-style processed meats, along with the products of several wholly-owned subsidiaries.

Consumers up and down the East Coast have come to recognize Hatfield products for their consistent quality – but it's not likely that many of them are aware of the scope of the company's work.

In 1995, the firm shipped nearly 350 million pounds of product. At its Hatfield plant alone, more than 1.5 million hogs were processed. It takes 1500 employees corporation-wide to carry out this work in highly organized and efficient plant settings.

Nor does this remarkable level of activity represent a plateau. Company leadership expects the volume of product shipped each night from the Hatfield factory to rise to 1,500,000 pounds within the next few years. To support current and anticipated future growth, an ambitious expansion plan is being implemented.

Building big for the future

Planners envisioned a four-part cycle of new construction to accommodate continuing changes and growth in Hatfield's operations. First step was the creation of a large, state-of-the-art automated storage freezer. From there, the company laid out plans called Phases 1, 2 and 3 for the remainder of the project.

When the work wraps up in early 1997, the new refrigerated production spaces, storage coolers and storage freezers will effectively double plant capacity.



“They did an especially good job for us on vapor barriers...”

Tom Clemens,
Director of Facilities and Engineering, Hatfield

According to Tom Clemens, great-grandson of the founder and current director of facilities and engineering in the company's Corporate Strategies Group, the type of construction to be used in the big storage freezer was never seriously in doubt.

“We didn't spend much time debating that,” he said. “We have a lot of experience with foam-insulated, metal-clad construction. Panels, whether they are stand-alone or placed behind concrete Ts, are part of what we require. We know it's an effective way of doing what we have to do.

“It isn't the cheapest construction you can choose, but from our experience in the past and visits to other companies, we feel it's the best. It gives us low energy costs and excellent overall function.”

Hatfield's choice for providing and installing the panels was Perley-Halladay Associates, Inc., one of the nation's most experienced design/build firms for large refrigerated structures. Perley-Halladay had, in fact, designed and overseen the construction of half-a-dozen refrigerated processing buildings and warehouses at the Hatfield site since the early 1980s, so they were a natural first source when the packer sought help on the new project.

A world-class freezer

Hatfield drew on the established design expertise of Perley-Halladay's engineering staff throughout the early stages of the project. Ground was broken for the freezer warehouse in the spring of 1994. Though the building was a full year in the installation, Perley-Halladay crews wrapped up their placing and locking of prefabricated, factory-insulated panels, along with related services, in about a month.

The 85'-high storage freezer is served by a MunckAutech automated storage and retrieval system with a total capacity of 2500 pallets. This labor-saving, space-saving system operates continuously, using three cranes to load product into available space in the rack frame, then pick stored goods to fill orders.

The completed building represents an effective combination of low maintenance, efficient space utilization, energy efficiency and convenient storage and handling. According to Clemens, Perley-Halladay will be called on to deliver the same caliber of work on refrigerated production and storage buildings in Phases 1, 2 and 3 as the project continues.

Guidance from the experts

Hatfield was able to rely on Perley-Halladay's design/build knowledge for a completed building that reflects the highest quality and meets the strictest design standards. With a background that covers commercial, scientific, industrial and agricultural buildings, Perley-Halladay can handle every critical aspect of the project: floor, vapor barriers, roof systems and more. Where necessary, they assist their customers



in complying with local, state and federal approvals, and can represent customers at meetings with zoning and building officials.

“They did an especially good job for us on vapor barriers,” said Clemens, “which is one of the hardest things to get right on a freezer – and also one of the most important.

“There's no such thing as a construction project without problems. The thing about working with Perley-Halladay is, when something does arise, they work together with us as a team to solve it.”

Put Perley-Halladay's design/build professionals to work on your next project.

*Call today: 610-296-5800
800-248-5800
FAX: 610-647-1771*



Perley-Halladay
Associates, Inc.

1442 Phoenixville Pike
West Chester, PA 19380
610-296-5800
800-248-5800
FAX: 610-647-1711