

Inspiring Company Stories

Crazy for bread, Luo Sheng-der builds the kingdom of Chanmag bakery machines



Walking into a factory of Chanmag Bakery Machine Co. in the suburbs of New Taipei City, you may hear an endless succession of welding sounds. In this sultry factory was the company's general manager Luo Sheng-der covered in sweat. While talking about bread, Luo is all smiles.

In a bid to meet increasing customer needs, Chanmag is committed the research and development of innovative bakery machines. In 2016, CM-MT160 Twin Twist Mixer with Removable Bowl, launched by Chanmag, was a first for dough processing in the Taiwanese bakery sector. The removable bowl is designed to hasten the dough-mixing process.

With two speed settings, this mixer is powerful enough to meet the requirements for mass production. In addition, hydraulic power used in the separation and integration of a dough hook and removable mixing bowl can help maintain the stable quality of mixing dough.



Apart from CM-MT160 Twin Twist Mixer with Removable Bowl, Chanmag launched another bakery machine – CM-DE6 Volumetric Dough Divider with Six Pocket. The Chanmag's dough divider can be used in the textures of very soft, tender and sticky dough. After the dough is put into this automatic machine, it will be divided by cutting blades of the machine. The Chanmag's dough divider is a simple, durable and efficient solution for dividing large quantities of dough into smaller pieces evenly. It is also suitable for large productive bakery units.

The company's general manager Luo loves to eat bread, and then puts a lot of time and effort into the production of bakery machinery. At first, while delivering Chanmag's bakery equipment to his customers in Taiwan and abroad, he often had to demonstrate how to use it by himself.

After accumulating rich experience for many years, Luo now gets familiar with the ratio of flour and water as well as the mixing time of a dough. He also knows how to control the temperature, humidity, and hand strength because these factors may make the taste of bread better.



Chanmag Bakery Machine Co. was founded in 1979. Upholding the business philosophy of "providing a full range of bakery equipment," Luo created his own brand "Chanmag."

The company's main product is bakery machinery ranging from mixers to dough dividers and rounders, dough proof boxes, dough molders, and baking ovens. The Chanmag's purpose is to provide its customers with a full range of solutions and help them create complete production lines.

The exterior of Chanmag's factory in the suburbs of New Taipei City may seem humble. But in fact, the bakery equipment produced by this factory has influenced a lot of Taiwanese people's breakfast. The statistics show that the average daily amount of toast at breakfast shops around the island stands at 320,000. The bread dough made by Chanmag's baking equipment accounts for more than 70 percent of total toast amount.

Chanmag not only specializes in the development of baking machinery, but also enters the world market. At present, Luo has set up branches and sales offices in Thailand and China. Chanmag's baking equipment has also been exported to more than 60 countries in Southeast Asia and Europe, as well as the U.S. and Japan.

In recent years, Chanmag is committed to fostering a team of excellent and professional pastry chefs. Combining its baking equipment and software technology, the company not only excels in the research and development of new baking skills, but also develops new flavors and pastries.

Under Luo's firm leadership, Chanmag has successfully promoted Taiwanese baking technology to other countries, and also helps numerous customers in Malaysia, Thailand, Indonesia, Pakistan, and Saudi Arabia to open bakeries or set up bread factories.