



PRESS RELEASE

(For immediate release)

Moba unveils Vision Based Weighing System for unwashed egg market

Barneveld, The Netherlands, 22 September 2025 – Moba the global leader in egg grading, packing and processing solutions, proudly announces the launch of its groundbreaking vision based weighing system, designed for the unwashed egg market at the PX+ event held on 18 and 19 September 2025. This highly anticipated introduction of Moba's Vision Weighing system marks a significant milestone in the industry, following the introduction for the washed market in 2023. This technology proved to revolutionize egg production processes and enhance food safety standards.

Harnessing the power of artificial intelligence and machine learning, Moba's Vision Based Weighing System determines egg weight with exceptional accuracy, entirely without contact and moving parts. This innovative, contactless approach offers several advantages:

- No moving parts for enhanced reliability
- Simplified cleaning and maintenance procedures
- Reduced dependency on manual labor
- High precision that directly boosts profitability for egg producers

The Vision Based Weighing System has already garnered a strong installed base and demonstrated a proven track record, quickly becoming the industry's new benchmark. The official product launch brought together egg producers from across Europe and highlighted real-world success stories, including the impressive implementation at the packing station Aha Frish Ei Amshoff in Germany. "It simply works", said Sebastian Samberg, Production & Maintenance Manager at Aha Fris Ei.

"We are driven by the continuous urge from our customers to optimize and challenge the status quo," said Luco Reitsema – Senior Product manager at Moba. "Our Vision Shell Inspector is transforming operations for egg producers, delivering unrivaled efficiency, food safety, and performance."

Moba's commitment to innovation and cutting-edge technology is evident in this groundbreaking introduction to the industry. Moba is the first company to offer a complete line-up of detection systems, capable of determining all aspects of egg quality powered by AI, for the washed and unwashed egg market and hereby setting a new standard for the industry.

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About Moba Group

Founded in 1947 in Barneveld, the Netherlands, Moba has grown into a global market leader in egg grading, packing, and processing solutions. Over 1 billion eggs pass through Moba systems daily, accounting for 70% of all eggs produced globally. We believe the future of the egg industry is built on trust, innovation, and collaboration. As industry pioneers, we strive to create a sustainable and profitable future for our customers, employees, and business partners, impacting egg consumers around the world.

For more info about Moba, please visit our website: www.moba.net

Note to editor, not for publication

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