



Icelandic fish processor Vísir boosts hygiene and efficiency with Habasit Cleandrive belts

Vísir, a leading seafood company in Grindavík, Iceland, has enhanced production efficiency and hygiene standards through its partnership with Habasit. Operating in one of the world's toughest environments, Vísir has combined decades of fishing tradition with modern technology. For Vísir, ensuring consistent quality from ocean to plate is essential. Every fillet and portion must meet strict hygiene and quality requirements.



Origin of the Problem

Before partnering with Habasit, cleaning conveyor belts in fish processing lines required significant manual effort and water, creating potential hygiene risks and production downtime. The challenge was to find a durable, easy-to-clean belt system that could withstand moisture, salt exposure, and the rigorous pace of daily operations, while maintaining top hygiene standards and supporting sustainable practices.

Solution

To address these challenges, Habasit proposed a comprehensive upgrade of Vísir's conveyor systems. The collaboration began in 2016, with the installation of Habasit modular belts on weighing and conveying lines. These belts offered high strength, easy maintenance, and hygienic design, a simple improvement that delivered immediate operational benefits. Encouraged by the positive results, Vísir expanded the solution in 2017 to include Habasit Cleandrive belts. Their smooth, solid surface and reinforced cords provided exceptional cleanability, reduced stretching, and extended belt life.

The Cleandrive belts were later implemented on trimming and grading lines, further enhancing hygiene, reducing water usage, and shortening cleaning cycles across the production process.

"Even though conveyor belts are a small part of our factory, they come into contact with all of our fish."

Eggert Daði Pálsson
Chief Engineer, Vísir



Results

The partnership between Visir and Habasit has delivered significant performance and sustainability improvements:



Improved Hygiene: Smooth, non-porous surfaces minimize contamination risk and simplify cleaning.



Reduced Cleaning Time: Faster sanitation enables more uptime and higher overall productivity.



Water Savings: More efficient cleaning processes reduce water consumption and support environmental goals.



Operational Reliability: Reinforced belts provide consistent tension and long-term durability, even in demanding marine conditions.

By combining Habasit's advanced hygienic conveyor solutions with Visir's long-standing fishing expertise, the company continues to strengthen its commitment to product quality, food safety, and sustainability.

For more information about Habasit's products and how they can benefit your business, please visit:



Problem Solvers at Visir

HabasitLINK® Modular Belts:

Durable, hygienic, and easy to maintain. Ideal for conveying and weighing operations in wet environments.



Super HyCLEAN® Belt:

This innovative belt features a unique design that minimizes organic debris accumulation and facilitates rapid, effective cleaning.



Habasit® Cleandrive Belt:

Solid, smooth-surface belts reinforced with aramid cords for high strength and stability. Designed for rapid cleaning and reduced water use.



From the North Atlantic to tables around the world, Visir and Habasit demonstrate how tradition and innovation can work side by side.