



# Nutraceuticals / Supplements

Blending in an OptimaBlend®



## Benefits of blending dietary supplements and similar in the OptimaBlend® Fluidizing Paddle Blender:

- Ingredients of various size, shape, and density are mixed efficiently thanks to the mechanical fluidization action
- Ideal for complex recipes with many different ingredients
- Minimal shear and heat
- Homogeneous mix - very high mix quality
- Sanitary design
- Faster mixing
- No overmixing
- Lower CV values
- Lower consumed power
- Ideal replacement for ribbon and V-shell blenders



Dietary Supplements • Whey Powders • Weight-Loss Shakes • Sports Drinks

Vitamins • Amino Acids • Peptides • Proteins • Minerals • Carotenoids • Probiotics

# Case Study - Vitamin Premix

## The company:

The customer is an American nutrition and weight-loss company with an emphasis on convenient weight-loss meal plans. The company's products include meal kits, weight-loss bars, shakes, and smoothies.

## The challenge:

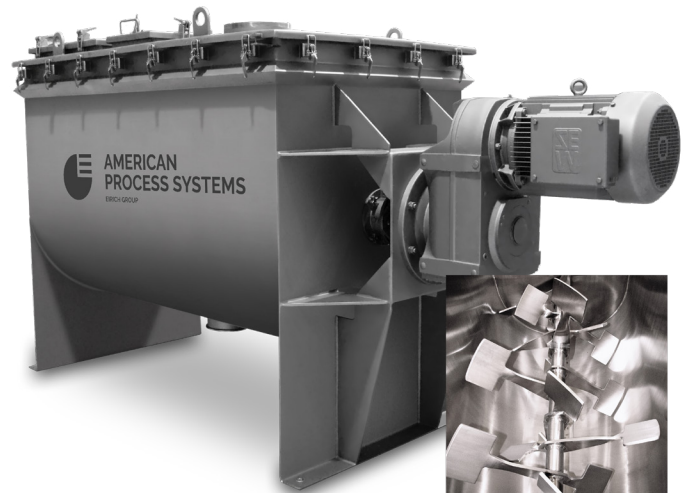
The customer approached Eirich Machines looking for a better way to manufacture a vitamin pre-mix for weight-loss shakes in a more cost-effective manner. The existing process took as long as 3 hours to charge the mixer and 40-45 minutes to blend.

## The solution:

Our OptimaBlend® Fluidizing Paddle Blender's superior mixing performance provides an excellent cost-effective alternative for blending and mixing ingredients and overcomes the limitations of established ribbon and v-blender technologies. The OptimaBlend® Fluidizing Blender mechanically fluidizes the product ensuring an efficient and gentle mixing process regardless of density, shape or size. It enables you to achieve coefficient of variance targets on complex applications that conventional mixing equipment cannot maintain.

## The results:

We replaced their V-Blender with an OptimaBlend® FPB-125 Fluidizing Blender. **The OptimaBlend® reduced the charge time to 30 minutes and the mix time to 3-4 minutes representing an 80% decrease in charging time and a 90% decrease in mixing time.**



**Eirich Machines**, part of worldwide Eirich Group, is an international supplier of machinery, systems, and services for material processing. With the two product lines EIRICH and American Process Systems® (APS), we offer the most comprehensive range of mixers, blenders, pelletizers, dryers, and grinding mills.

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### Our APS product line includes:

- Fluidizing Paddle Blenders
- Ribbon Blenders
- Paddle-Ribbon Blenders
- Paddle Blenders
- Plow Blenders
- Dryers/Reactors



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