

CASE STUDY

HOW TO INCREASE EFFICIENCIES

and open up opportunities



Metabolik[®]
Precision Nutrient Formulation

division of
IMAGE HOLDINGS LIMITED

"I have seen the benefits of the Matcon IBC system & I have recommended it to other people"

Andy Murray, Managing Director

See how Image Holdings were able to implement an upgrade in their manufacturing practices in order to stay competitive.



THE POWDER HANDLING EXPERTS

www.matconibc.com

CASE STUDY

HOW TO INCREASE EFFICIENCIES and open up opportunities

The Need

Improvements to production enabled new contracts to be won and the competitive advantage improved.



Image Holdings Limited is a privately owned and operated New Zealand company. Established in 1982, it is the market leader in quality nutritional Animal Feed solutions in New Zealand and has widened its reach to supplying the Pacific Basin and South East Asia.

It offers formulations for nutritional, medicinal and agricultural applications, providing Contract Manufacturing, designing custom blends and least cost nutritional formulations. With GMP compliance certification they also manufacture a range of veterinary medicine preparations.

Andy Murray, MD states their business goal as “implementing and achieving continuously improved

manufacturing practice to stay competitive and be a leader in the Animal Feed industry”.

Day to day Image Holdings Limited face a number of challenges in their market:

1. Producing a quality product every time
2. The risk of contamination
3. Poor product flow
4. Pressure to reduce manufacturing costs

The right solution

An agile Matcon system helped improve production capacity and increase profitability.

In September 2012 Deane Murray, Technical Business Manager was planning to build a new manufacturing facility for production start-up in February 2013. After talking to Matcon and understanding how our Lean Manufacturing philosophy is the key to flexible manufacturing, he began working in collaboration with us to install an IBC system.

The system supplied was very simple, consisting of using IBCs to both fill and empty two existing fixed mixers then transport the blended batch to 3 packing machines and 2 Matcon Powder Packers.

Due to the modular design, the system was easily expanded in March 2014 to include filling IBCs from Big Bags, with a further mixing line utilising IBCs for filling and emptying the mixer.

Further expansion is still possible and future plans include automating ingredient batch-formulation.



The benefits

MAXIMISING EFFICIENCIES

Using IBCs to fill and empty the fixed mixers significantly reduces the bottlenecks when compared to sack tipping directly into the mixer or packing straight from the mixer, which had been generating a significant amount of waiting time.

Now IBCs are filled with all the batch ingredients off-line and are placed above the mixers ready to instantly discharge their contents upon request.

Likewise, at the emptying stage, the IBCs can be quickly filled with the blended batch and sent to whichever of the packing lines is ready.

With this 'parallel processing' approach there is more flexibility, no more waiting at packing for the

mixer to be filled and complete its mixing cycle; or waiting for packing to pull through all the blend before the mixer can be filled again. Product flows around the system at all times and all process steps work to an optimum OEE rate (Overall Equipment Effectiveness).

ASSURED PRODUCT QUALITY

The Matcon Discharge Station gives an automated and controlled discharge of powder, delivering a constant supply of product to the packing lines which enables the equipment to operate effectively.

Furthermore, the unique Cone Valve technology within each IBC protects the blended powder against segregation ensuring that the final product is of the consistent high quality customers have come to

expect. This unique technology has also helped them to overcome their product flow issues.

The Matcon Powder Packer gives Image Holdings Ltd the ability to fill sacks directly from an IBC without the need for any secondary metering equipment. This means that changeover can be faster as the whole system is simple to clean down.

NO CONTAMINATION

As the Matcon IBC technology is a closed system, there is no risk of cross-contamination during any of the process steps. This is not only reassuring from a quality point of view, but it has also significantly reduced the housekeeping time required around the facility.

THE RESULTS
at a glance

Production efficiency

Manufacture to order

Reduced blending time

No risk of cross contamination

Faster cleaning

Overtime savings

Increased capacity

Business expansion

The results - The key to a bright future

New contracts and business expansion were possible with the minimum of labour and Capital Investment.

With lowered blending times, and cleaning significantly reduced, the system efficiency has enabled Image Holdings Ltd to produce to order and not build so much to stock. In addition they have made significant savings on overtime and can now complete all production within a single shift.

Image Holdings Limited can now process more volume, leading to a doubling of their original capacity which has enabled them to expand the business.

Because the IBC system remains closed at all times and transfers of powders are well contained, allied to

easy & thorough cleaning capabilities, the risk of cross contamination is significantly diminished.

Image Holdings Limited is preparing itself for the next stage of its evolution.





"The Matcon IBC system has improved efficiency by reducing blending time, enabling us to manufacture to order. This has allowed us to look for new projects and expand our reach into South East Asia"

**Andy Murray,
Managing Director.**



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WHY CHOOSE MATCON

We understand the challenges faced by manufacturers of Animal Nutrition.

YOUR CHALLENGES

Ensuring dispersion of micro and minor ingredients is essential in providing a quality product every time.

Cross-contamination of ingredients is a constant risk with traditional fixed mixer production systems.

De-mixing of blends on transfer to packing results in scrapped batches & increased costs of manufacturing.

HOW WE CAN HELP

Our stainless steel IBCs are hygienically designed for ease of cleaning and safe ingredient handling.

The unique Cone Valve within each IBC ensures full discharge of product without de-mixing.

The Cone Valve helps even the stickiest of products to flow effectively and under control.

