



AutoBlend Systems

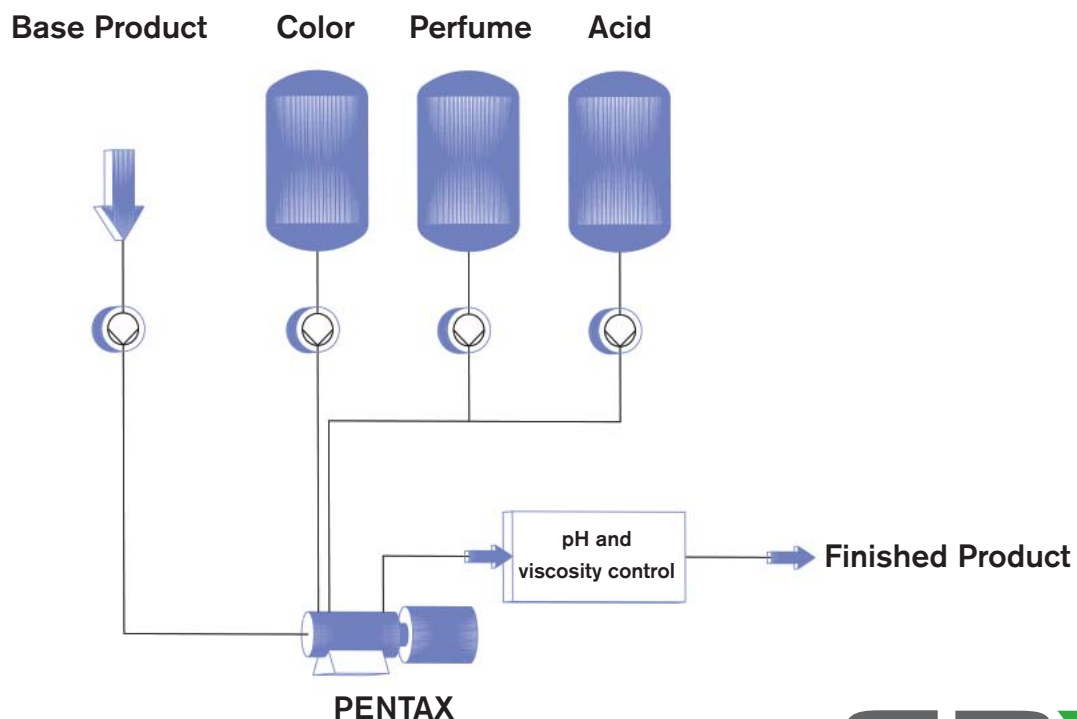
The Bran+Luebbe Finishing Concept

Bran+Luebbe is a worldwide leading manufacturer of continuously operating production units specifically suitable to produce liquid detergents and household cleaners, as well as personal care products.

Various products like fabric softener, floor cleaning- and multi-purpose liquid cleaner, liquid detergent as well as shampoos, bubble bath and shower gels are being produced continuously today.

Marketing decisions of market leaders and non-branded manufacturers have to be executed fast in order to gain as much market share as possible. Internationally operating companies have built up centralized production in order to use the production unit most effectively.

Simplified process diagram



Typical market requirements are:

- Fabric softener with 4 different perfumes and the matching colors.
- Household cleaner with 14 different perfumes and colors.
- Shampoos and dishwashing liquid with a wide variety of active matter and colors/perfumes.

How can these marketing requirements be met most effectively by production?

The genuine B+L Finishing Concept fulfills these requirements!

The base of this concept is a separately produced master batch (see "The B+L Master Batch Concept") into which the specific additives are injected in a separate production step.

These additives can be:

- Color solutions.
- Perfumes.
- Anti-Foam (silicon emulsions), easy-ironing components.
- pH-control (citric acid) solutions.
- Viscosity control (salt) solutions.
- Preservatives.
- Vitamin or skin-care products.
- Opalescent concentrates.
- Dilutant addition.

Viscosity and pH can be measured and controlled continuously. Additionally, all additives are controlled by flow meters so that the filler can be directly fed and no buffer tanks are required.

According to the type of additive either static or dynamic mixing is required so that we have either the:

"Bran+Luebbe Static Finishing Concept" or **"Bran+Luebbe Dynamic Finishing Concept"**

This concept results in a variety of benefits with rapid ROI due to:

- Outstanding flexibility in production.
- "Just in Time" order management.
- "Just in Time" production and delivery to the customer.
- No buffer tanks for finished product and no excess product.
- Fast and automatic change between the different formulations requiring different colors, perfumes, vitamins and additives.
- Minimizing product losses when changing formulations.
- CIP cleaning resulting in only minimal amounts of wastewater.



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