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yumbutter™
world changing nut butters

Branson quick-solves a sticky problem and lays ground work for dramatic Yumbutter growth.

Situation

Out of a passion for natural foods and a lifelong love of peanut butter, Adrian Reif and Matt D'Amour founded Yumbutter in 2010.

Yumbutter is made from a variety of all-natural nut products, as well as various other organic ingredients to boost the nutritional value. In addition to their desire to build a successful natural foods business, the founders initiated a social mission known as BUY ONE: FEED A CHILD IN NEED. Every time someone buys a Yumbutter product, the program helps feed a child in need through a partner non-profit medical clinic in Guatemala, where malnutrition rates exceed 70%.

Yumbutter has inspired and fueled many adventures. In fact, co-owner Adrian, uncovered the Spicy Thai Peanut Butter combination while trekking towards Mt. Everest Base Camp in Nepal. During the early years, Matt and Adrian continued to roam the city and country with jars of Yumbutter in their packs. Through their travels, the founders realized their product might serve customers and their social mission better if it could be packaged in lightweight, portable pouches as well as jars.

Not long after, the portable YumbutterGO was born in a unique, plastic squeeze pouch.

Challenge

Like Yumbutter, YumbutterGO is a "superfood" designed for active, on-the-go people. It could be carried anywhere—sporting events, camping, biking, school lunches. Weld integrity was critical not only in production and at retail, but also during use, as the "on-the-go" pouch needed to be able to withstand rough handling.

Yumbutter initially used a thermal welder to seal the YumbutterGO pouches. But the product leaked through the seal, and residual oil trapped in the sealed area caused an unacceptable level of seal failures. Yumbutter needed a solution and needed it fast.

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Solution

Yumbutter's founders turned to Branson because of its reputation for plastics-joining expertise and ability to solve difficult plastics-welding problems.

Branson worked closely with Yumbutter to understand their sealing requirements, production volumes. Branson demonstrated the unique advantages of ultrasonic welding versus other methods—especially the fact that ultrasonics can seal through food and contaminants by displacing all the product and forming a quick, strong bond.

Taking into consideration this early, foundation phase of production for YumbutterGO, the team recommended a manual welding unit—the Branson IW 2000 Series manual ultrasonic welder—as the best solution to meet the production requirements.

"Branson went the extra mile to really understand where we were in our welding requirements, production needs and business cycle. They showed us how ultrasonic welding could work for us now without a tremendous investment, as well as in the future as our company and our production demands grow," said Adrian Reif, co-founder of Yumbutter.

The company initially purchased a single IW 2000X manual ultrasonic welder. The IW 2000X is a self-contained ultrasonic plastics assembly system that provides a complete welding operation in a compact bench unit that conserves work space, is easy to set up, simple to operate and service—yet provides exceptional weld integrity.

It was clear the unit could consistently produce the weld integrity needed. The company purchased a second unit to meet the growing demand for its product.

Results

"The welder is doing an amazing job. It's producing a very consistent, strong seal," according to Reif. "We actually use a stand test at the end of line, and literally stand on selected samples to ensure a quality seal. There have been no failures."

YumbutterGO is 'on the grow' big time! It has recently experienced a 900% increase in store locations carrying the product. The company projects it will soon double its production volume. At that time, Branson will be taking Yumbutter to the next level of production with a fully automated, customized solution to meet their explosive growth. The future could not be brighter for this exceptionally high-quality food product and the important social mission it supports.

Medical Implants

Solution

Branson's breadth of experience and expertise in precision cleaning can provide the ideal solution for the intricate cleaning demands of medical implants. The Benchmark cleaning system offers state-of-the-art quality and engineering flexibility capable of delivering a fully automated, computer-controlled system employing up to 14 tanks.

There are five important considerations with precision-cleaning implants to meet the quality standards of manufacturers, the performance needs of users and strict guidelines of the FDA.

- **Ultrasonic Cleaning:** Precision cleaning can be aqueous or solvent-based or a combination of the two. Various cleaning chemistries can be used to comply with FDA guidelines.
- **Ultrasonic Rinsing:** Overflowing rinsing with de-ionized (DI) water is provided at all appropriate points in the process.
- **Passivation:** Nitric or (more recently) citric acid chemistries can provide maximum corrosion resistance of passive oxide film to meet ASTM A 967 or A 380 standards.
- **Drying:** Re-circulating hot-air drying is typically required.
- **Data Acquisition:** A control system can be incorporated to capture key operating parameters and provide an audit trail to ensure that each part or batch went through the process properly.

Plus, the Benchmark system offers a variety of options to customize the installation to any application:

- Ability to automate all or part of the cleaning process.
- Custom tank sizes.
- Optional methods for monitoring and maintaining proper liquid levels and chemical detergent concentrations.
- Sanitary plumbing.
- HEPA filtering for hot-air drying.
- Pilot-scale process development for testing prior to full-scale implementation.
- On-site water de-ionization capabilities.
- Clean-room compatibility.

Results

With Branson's Benchmark system, you can be assured that your precision-cleaning process will meet your requirements, those of your customers, and the FDA.

Branson has pioneered many of the processes that have become industry standards. And with more than **XXX** precision-cleaning systems installed, you are working with experts who have the knowledge, experience, and creativity to help you customize just the right cleaning system for your application.

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