

BLISS **ROBINSON**
SYSTEMS

blissful **News** letter

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Second Feedmill to Use Total Blissful Process

Premium Standard Farms of Princeton, Missouri, the first customer to implement the Total Blissful Process is expanding its operations by building a second feed mill. We are pleased to announce that once again Bliss Industries has been chosen to supply the equipment for grinding, pelleting and cooling the feed. We are naturally honored by their decision and look forward to working with them on this second mill.

There are many reasons why we at Bliss are so pleased with Premium Standard's decision. First of all, they now have had ample time to see the results to be gained from using the Total Blissful Process. But perhaps the most pleasure comes from the knowledge of the circumstances surrounding their decision.

Mark Warren, Vice President of Feed Operations for Premium Standard Farms, joined PSF after the equipment selection had been made for the first feed mill. Having had experience with various equipment during his tenure with Central Soya and Foster Farms, Mark knew what to expect from other vendors' equipment. Therefore, to earn his support, Bliss equipment had to do at least as much. In fact, it can be assumed that we had to do even more to earn the second order, one for which he would be held personally accountable. After all, the "safest" decision would be to choose a larger, more well known vendor. Further, because of the production requirements of the new plant, there would be few common parts between the equipment in one mill and that in the other. Therefore, there was no reason to expect that Mark had any consideration other than equipment and vendor performance upon which to base his decisions for the new feedmill.

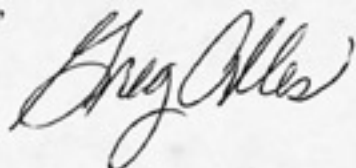
Knowing all this, you can now see why we are so pleased to have earned this order!!!

We at Bliss like to believe that the reason for our success over the years has been because of the attitude taken originally by Bill Bliss. His attitude has always been that the customer/vendor relationship should be a team effort. This means that the customer's input is extremely important to the further development of our products and our company.

This attitude is always prevalent in our overall approach to serving our customers and their respective industries. In fact, during our recent sales meeting, where we had twenty-seven (27) sales representatives from the U.S., Canada and Mexico in for training, our theme was "How can we help each other?"

We at Bliss Industries are very proud of our customers and our joint accomplishments. We trust that you will always share your ideas, needs and concerns with us. It is only through your direct contact that we can continue to grow and improve.

Sincerely,



A Newsletter for Customers of Bliss Industries

**Bliss Industries Becomes
even more Bliss-full!!!**

April 1st saw another addition to our administrative staff — the addition of another Bliss!!! Taffy (Bliss) Locke, sister to Rick and Alan, has joined the company as Office Manager.

Taffy joins Bliss after ten years' experience with Continental Oil Company (CONOCO) where her latest responsibility was in coordinating employee relocation. In this capacity she worked with each employee to reduce the trauma and stress of relocation upon each member of the employee's family.

We look forward to her help in minimizing the stress associated with bringing our integrated computer system online. When complete, this system will connect all areas of our company — Engineering, Manufacturing, Parts Stock and Procurement, General Accounting and Sales.



Once complete, this system will not only help us be more efficient in our overall operation, but it will also allow us to be even more responsive to our customers' needs and requests.

**Bliss Grows With
Premium Standard Farms**

After seeing what the Total Blissful Process has done for its operation, Premium Standard Farms has contracted with Todd & Sargent of Ames, Iowa, for the construction of its second feed mill. This mill is expected to come on line before January 1, 1994 and will produce in excess of 500,000 tons per year.

To provide this capacity, the new mill will use two ER-3836-TF hammermills, each having 200 horsepower, to pre-grind the whole corn prior to batching. After all ingredients have been mixed, the blended mash will be elevated to one of three 40 TPH pelleting lines — each consisting of one ERD-3848-TFDB hammermill, each with two 150 horsepower motors, for post-mix-grinding, one Pioneer 2000D-250 with two 200 horsepower motors and one BRDD-415 Double Deck *OP* $\langle FLO \rangle^{\text{TM}}$ Cooler.

**Twenty-Seven Miles
in Twelve Months**

At first blush, the prideful announcement that it took one year to go only twenty-seven miles would only amuse. However, when one understands that the speaker is referring to twenty-seven miles of giant hopper cars filled with ground corn, the comment earns more respect.

David Maxey, Assistant Manager at O.K. Feeds in Ft. Smith, Arkansas, reports that this is exactly what they did with their dual motor, 500 horsepower hammermill. He also reports that only one set of hammers were used during this time! Also, only two screens were fully used. Even then, these screens had no holes in them.

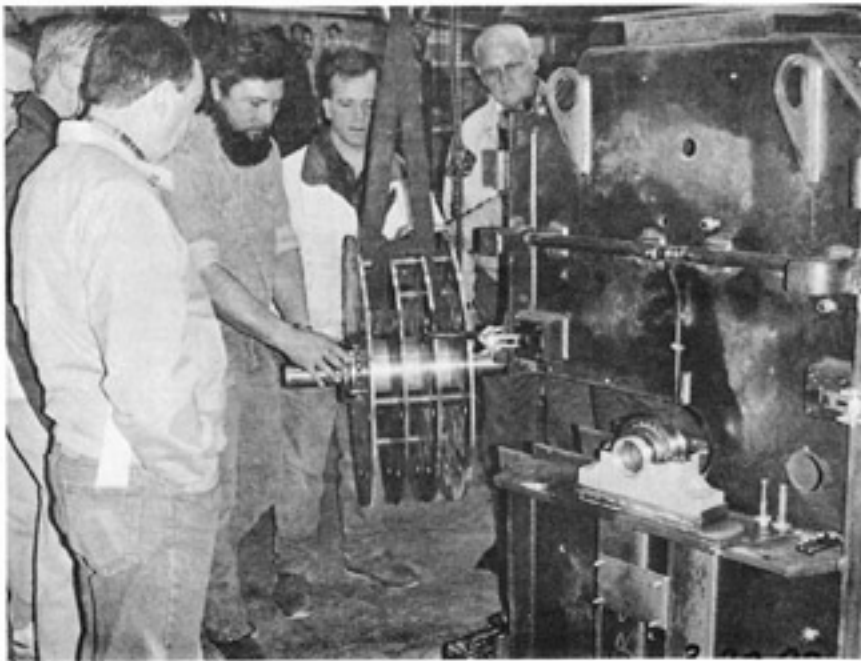
Besides using a Bliss hammermill, the secret to their success is that every Wednesday they reverse the direction of their motors, thereby inducing even wear on their hammers.

Please feel free to contact David at (501) 784-1340 to hear his story first hand.

A Newsletter for Customers of Bliss Industries

!!! HOT TIP !!!

When replacing rotor bearings on your hammermills, do what we do at Bliss. Allow the new bearings to get broken in before putting a full load on them. Run the mill empty for a period of time. During this time the temperature of the bearings will rise, as you can tell by putting your hand on the bearing block. When the temperature of the block begins to come down, turn off the machine and let it cool to near ambient temperature. Doing this will lead to a much longer bearing life.

**PUBLIC CHALLENGE**

Bliss Industries would like to challenge all other manufacturers of hammermills to a public display where witnesses can measure the time required to perform routine maintenance procedures upon their respective machines.

FOR SALE**Reconditioned Hammermill**

A customer recently traded up in hammermill size and made available this E-22115-TF hammermill with 40 HP TEXP motor, 9" screw feeder, 1 HP TEXP feeder motor and 12" magnet. Optional air pan is available. Equipment has been factory reconditioned and will carry full warranty. Call (405) 765-7787 and talk to Rick Bliss.

**Twenty-seven Sales Representatives
Witness Rotor Exchange in Less Than One Hour!!!**

On March 19th, many of Bliss Industries' sales representatives, from the U.S., Canada and Mexico, attended a three and one-half day meeting where they were updated on the technical aspects of all equipment manufactured by Bliss Industries. During this meeting all attendees were part of a "hands-on" workshop held within the 32,000 square foot factory. Here they were given the opportunity to not only witness hammermills, pellet mills, coolers and air systems under construction, but they were involved in several normal start-up and maintenance procedures.

One of the stations during the workshop proved the easy access to all wear parts on the hammermill. In fact, during the visit to this station, all possible wear items within a hammermill, including the rotor itself, were removed and replaced from a hammermill — all within one hour!!!

A Newsletter for Customers of Bliss Industries

Spraying Fat at the Die? You need an **OP><FLO™** Cooler

At least two customers prove the superiority of the **OP><FLO™** Cooler when cooling fat coated product. These customers are Pet Nutrition Brands in Rolla, Missouri, and Premium Standard Farms in Princeton, Missouri.

At Pet Nutrition Brands, product leaving the extruder is first dried. While it is still hot (approx. 165° F) the extruded pet food goes through a fat coater and then falls directly into an **OP><FLO™** Cooler, where the temperature of the product is brought down to nearly ambient temperature.

At Premium Standard Farms' feedmill, some feeds receive as much as 5% liquid fat sprayed on at the die. From the pellet mill, the pellets fall directly into the **OP><FLO™** Cooler installed below the pellet mills.

Neither customer has reported a problem with build up of fat or fines within the cooler. In fact, Lee Mitchell, Maintenance Manager at Pet Nutrition Brands, claims that the **OP><FLO™** Cooler provides a much more hygienic environment for his product — with much less cleaning required than from previous coolers they have tried.

Hammermill Performance Index Really Does Not Grow on Trees!!!

During the Sales Meeting for its representatives, Rick Bliss demonstrated how the performance index for an ingredient is established.

First of all, the product must be ground. In order to avoid sampling errors from the small quantity of product normally received, the maximum feeder speed allowed for full load on the hammermill must be determined. This may require selection of different screens for the test.

Once the optimum screen/feeder speed combination is determined, the timed tests may be conducted.

Grinding a known quantity of product at a previously determined "full load" condition, allows the computation of a specific quantity per horsepower/per screen size. This is the "performance index".

Knowing this index and the desired screen size to be used, the required horsepower for the application can be determined. The screen area per connected horsepower will then determine which model of hammermill will produce the required quantity.

A WORD OF CAUTION: When submitting product for testing, because some trial and error is required to arrive at the best screen/feeder speed combination, please check with us for desired test quantity. Generally, 150 to 200 pounds is requested.