

The Bliss Robinson Innovator

A Blissful Newsletter

Volume No. 2, Issue No. 3

October 1993

A New Name for our Newsletter: to keep in step with our spirit

The second edition of Webster's New Twentieth Century Unabridged Dictionary defines "innovate" as a transitive verb meaning "to change or alter by introducing something new; to remodel." An innovator is then defined as "one who . . . makes changes by introducing something new." If you want to see what is new and innovative for tomorrow in particle reduction, pelleting and cooling, please look at our equipment today.

There are many sayings, such as "Don't fix it if it isn't broken!!!" or "Don't poke a skunk!!!" This conventional wisdom cautions us against making changes just because we are bored with things as they are. However, conventional wisdom also suggests that there are always different, and generally better, ways of doing things.

We at Bliss Industries like to think of ourselves as people who are not afraid to challenge ourselves to improve ourselves, our products and our way of doing business. It is in this spirit that we have installed a "computer aided design" (CAD) system. This system, in concert with our new computer network for monitoring our inventory and manufacturing process, will help us to become more responsive to our customers' requests for new products and new ways of doing things. It is also in this spirit that we have changed the name of this newsletter and trust that it will always provide you with innovative and informative news that will help you to improve the efficiency of your own operation.

Being honest with you, and ourselves, we cannot lay claim to all the best ideas in the world. All we can claim is that we continue to listen to you, our customer. It is really you who have suggested the many improvements which have made our *Eliminator* hammermills so successful. It is also because of your many complaints about other problem areas in your operation which have guided us into the manufacture of pellet mills, pellet coolers and various forms of feeder/conditioners for the pellet mill. It is really you whom we need to thank for continuing to challenge us to always improve our products, and to develop new and better ways of doing things. Please keep it up!!! We need your continuing support and guidance. Without it, we will surely become just another equipment supplier.

Sincerely,



A Newsletter for Customers of Bliss Industries

Remember "Inspector 12"? Meet Ours!

Daniel Harvey has been with Bliss Industries since the fourth Bliss hammermill was built. During the past twelve years, Daniel has built, installed and serviced many of the machines currently at work. In fact, his handiwork is probably the most widely seen of any other Bliss employee. This is because the miniature hammermill which many of you have seen at various industry meetings was built by Daniel. Originally, it was intended as a Christmas present to Bill Bliss, but since it was such an exact replica, it quickly found service as a working, public display and now as a part of our Particle Reduction Laboratory.



Daniel is a valued employee to Bliss Industries. He has worked closely with Bill, Alan and Rick building many of the prototypes of such popular items as the current Rotary Pocket Feeder, Magnetic Adapter, air system Fans and the mechanical braking system which is becoming an ever increasingly popular option for Bliss Hammermills — new and used. Daniel is also responsible for the "Chevinator" — the Chevrolet powered unit which runs up all of the larger Bliss Hammermills for final check against vibration and allows all mainshaft bearings to be properly "broken in" prior to shipment to the customer.

Daniel's contributions continue in many unseen ways. Today, he is responsible for inspecting and approving all hammermills before they may be shipped. In other words, it is not an *Eliminator* until Daniel says it is. Until that time, it is just another hammermill!

Does Particle Size and the Blissful Process make a difference? Ask Ron Watkins!!!

May of this year saw the installation of two Bliss *Eliminators* at Rangen, Inc. of Angleton, Texas, where they are employed in the manufacture of fish feeds. Taking the advice of Bliss Industries, Rangen installed two 250 hp hammermills — one for pre-grinding whole grains, the other for post-mix grinding immediately ahead of their extrusion process.

Ron Watkins, Rangen's plant manager, brought twenty-five years of feed milling experience to this new plant. During that time he had worked with every major hammermill vendor, with the exception of Bliss Industries. Coming from that experience he was "pleasantly surprised" by the output and overall quality of the Bliss equipment.

"The extrusion process works best with a fine, uniform grind." With this preface, Ron willingly praises the *Eliminator* for its ability to deliver an excellent grit spectrum, with uniform particle size. Ron says that without this uniform particle size, his men would have difficulty "blinding the die" of the extruder and would not be able to maintain consistent, high quality output — something extremely important when making fish feed collets of 3/32" and less!!!

Ron further states that the Bliss-supplied air system on his hammermills is the best he has ever seen.

With all of Ron's experience, he is now a believer in the superiority of the Bliss *Eliminator* and the air system supplied with the equipment.

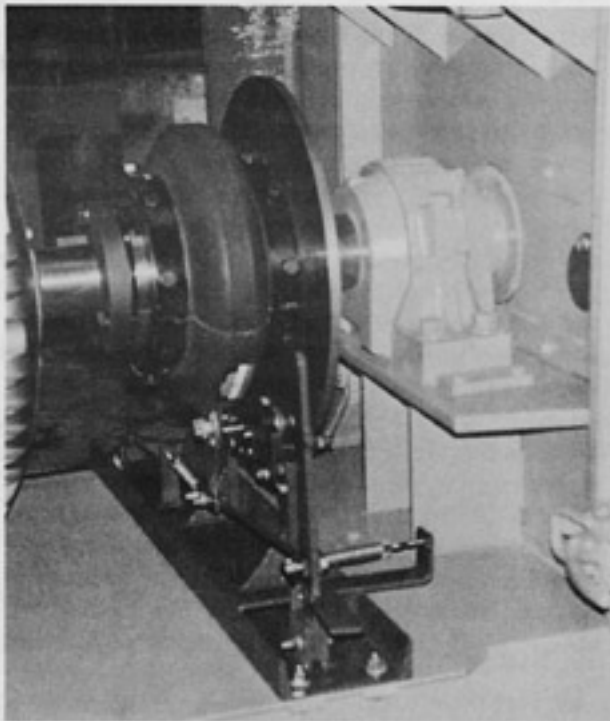
(For those unfamiliar with the Blissful Process, it is a two step process beginning with a dedicated machine to break all whole grains into coarse particles. All required ingredients are then scaled and mixed together, with the final step of the process being the grinding of the entire mixture.

As Ron Watkins has discovered, this process takes the varied particle size of the total mixture down to a uniform particle size, creating a mixture with a much greater surface area and one which better accepts further processing)

A Newsletter for Customers of Bliss Industries

!!! HOT TIP !!!

Have you recently burned up one of your rotor bearings to your hammermill? Bliss Industries always recommends changing the housing with the bearing whenever one is destroyed. The ruined bearing can leave imperceptible cracks and ridges in the roof of the housing. If a new bearing is put in an old housing with such a crack, the next time the bearing heats up it will not be able to expand within the housing properly destroying the new bearing, and possibly the rotor shaft as well.



Picture of Bliss Industries' new *Quick Brake*

Lower Heat Buildup Proven in Bliss Hammermills!!!

When grinding spices, heat is an economic enemy because the oils become volatile with heat. Loss of oils makes the product less valuable. This same phenomenon occurs in the feed industry.

When grinding ingredients prior to feed processing, heat can remove "bound" moisture from the processed ingredients. This moisture is difficult to replace and its loss further complicates the issue by taking some of the heat sensitive vitamins with it. And, especially when working with cereal grains, this loss limits the effectiveness and efficiency of further processing.

To avoid this situation in your operation, install a Bliss hammermill and enjoy the benefits discovered by the spice and many other industries who are now standardizing upon the *Eliminator* for their processing.

Stop a Spinning Rotor in Less Than a Minute? You Bet!!!

How many times has a rock blown a hole in a screen and you have needed to get your machine back into production as quickly as possible? How many times have you resorted to using a scrap 2" x 4" to help make this change more quickly?

A new braking system has been developed for the Bliss Eliminator. Following the Bliss credo of "Simple Excellence", this system uses a simple hand lever which activates a brake caliper against a brake disc which has been mounted onto the drive motor coupling in such a way that anyone — scrawny or brawny — can operate it.

Besides being an option on new machines, it has been designed so that many of the existing machines can be easily updated to use this new technology. Call today for more information on how easily you can enjoy the benefits of this new improvement.

BLISSFUL COMMENTS

to the
Grain Processing & Feed Industries

by
Bill Bliss
Special Applications Manager
Bliss Industries, Inc.

I see there is another generation of "*Armored Knights on their silver white horses*" loose on the Feed Industry again, indicating that Roller Mills are more cost effective than Hammermills. This must be the 4th or 5th generation in my 36+ years associated with the feed processing industry.

After all these years and the many times people have tried to prove roller mills over hammermills, but decided to return to hammermills, you think they would learn to drop the issue. All these trials in the past have been done on old technology hammermills. Just think how it would really look against our "state of the art" hammermills.

I have read several articles over the past couple of years and they all say the same thing as those I read back in the 60's, 70's and 80's, with just a few words rearranged and some upscaled a bit. All these quotes I see from different college tests go back many years. In fact, I consider them far out of date and would not refer anyone to them. Let's get some results on roller mills and hammermills of the 90's. I am willing to do my part. By the way would someone show me at least three operations that have been operating for three years or more with good recorded cost of gains and cost of operation?

In 1972 I had a man tell me the roller mill was the only way to process feed for his hog operation and he purchased one. In 1973 he purchased a 100 HP, 1800 RPM hammermill from me to replace his 30 HP roller mill. He used that hammermill for several years until he decided to close his 20,000 hog operation due to the low market.

It still amazes me how we continue to treat the hammermill like an unwanted fox in the henhouse. Especially when the hammermill is the most important machine in your feed processing facility. It determines the quality of mix, the amount of gelatinization in the pelleting or extruding process, the capacity of the pellet mill/extruder, the pellet quality, digestibility of the feed you are processing and many others. This is one of the many reasons why Bliss Industries took on the challenge of improving hammermilling - to produce a hammermill that would give an end product you would be proud to market. Believe me, The Eliminator is not just another hammermill. The same goes for Bliss Industries, Inc.

A Newsletter for Customers of Bliss Industries

Robinson Milling Systems is purchased by Tate & Lyle

Many of you will remember that in 1991 Bliss Industries licensed the pelleting technology of Robinson Milling Systems and became the exclusive manufacturing and sales agency for this technology into the United States and Mexico. Effective July 7, 1993, RMS was acquired by Tate & Lyle. Although we are still a privately owned company, and remain completely separate from Tate & Lyle, we view this situation as being extremely positive for Bliss Industries. However, before going into any detail about our reasoning for this position, a little history on Tate & Lyle is in order.

Tate & Lyle is a large company headquartered in England and had 1992 fiscal earnings in excess of \$5 billion. T&L's roots are in sugar, having been created by the merger of two of the largest sugar companies in the United Kingdom — the Lyles being a Scottish firm founded in the 1890's and the Tates being an English firm founded in 1900.

Although T&L are based in England, their operations and influence stretch worldwide. In fact, shortly after the second World War, Tate & Lyle began expanding into other areas of the world's food industry. In 1984, they made their first acquisition outside the area of basic foodstuffs with the acquisition was a firm called Milltech, a company supplying feed milling equipment primarily to the English feed milling industry.

In 1989, this investment was followed by the purchase of Technostaal Schouten, a Dutch-based supplier of pellet mill dies and rolls. With the current acquisition of Robinson Milling Systems, Tate & Lyle now becomes a leading supplier of pelleting technology to the entire world.

Bliss Industries welcomes the fact that we are now associated with an international firm dedicated to the development of better feed and foodstuffs for the world market. After all, this dedication to improvement is the reason we created Bliss Industries in the first place!

A further benefit to Bliss Industries from this new alliance will be the increased access to international markets which is now available through the marketing efforts and influence of Tate & Lyle's worldwide organization. We see this added support helping us to improve our support to existing customers both in and outside the United States, and to improve our ability to serve even more international customers.

All in all, we see this new association as an extremely positive factor in an already exciting future!!!

BLISS INDUSTRIES, INC.
P.O. Box 910
Ponca City, OK 74602
(405) 765-7787