

## Food Industry – Press release , June 2007



### CRYONOMIC® CUTS CLEANING TIME BY 75% AT GENERAL MILLS

General Mills Corporation, famous for brand names such as Betty Crocker, Häagen-Dazs, Pillsbury, Green Giant, Yoplait, Cheerios, Nature Valley and Old El Paso has drastically reduced downtime at its factory in Hannibal, Missouri by using the innovative CRYONOMIC® dry ice cleaning system. The CRYONOMIC® system has improved production at General Mills factory by drastically reducing the amount of time spent on cleaning production line equipment from 8 hours to just 2 hours without disassembly.

Prior to using CRYONOMIC® dry ice cleaning system, buckets used within the manufacturing process for General Mills Helper line of add-to-meal dinners, had to be removed and cleaned, sometimes up to three times a week. This necessitated shutting down the production line for one or more shifts whilst operators carried out manually cleaning. During trials of the CRYONOMIC® system, **cleaning** the same equipment **took just a fraction of the time** and was able to be carried out **in situ**.

Following the successful use of the CRYONOMIC® system on the production line, General Mills effectively trialled the system on packaging equipment returning it to its former pristine condition even though it had not been cleaned for over six months. Equal success was achieved using CRYONOMIC® on other apparatus including conveyor equipment, protective guards and stainless steel enclosures.

General Mills anticipate **a short-term payback** on the CRYONOMIC® system **based on increased production and reduced labour costs** alone.

Cleaning of all the equipment was achieved **using a minimum amount of dry blasting ice**. Readily available throughout the United States as blasting rice, dry ice pellets vaporize to carbon dioxide on impact, abolishes the time needed to retrieve hazardous waste that is normally associated with chemical, sand and wet-blasting systems. This characteristic of the dry ice blasting process also eradicates the need for the costly storage of chemicals. CRYONOMIC® cleaning enables the removal of persistent contamination layers without generating additional waste.

The CRYONOMIC® state-of-the-art cleaning machine offers industries a way of **saving costs on maintenance** through **cleaning equipment in situ**, thereby **substantially reducing downtime** by eliminating the need to strip down and reassemble machinery parts. The system can be used for solving cleaning problems in applications where neither sand nor water/chemicals can, or should, be used and also eradicates the need for the costly storage of chemicals. General Mills is the World's sixth-largest Food company marketing in more than 100 countries holding a leading position in virtually every category in which it competes. General Mills encompasses several divisions that include Meals, Bakery Products, Bakeries & Foodstuffs.

