



## PRESS RELEASE

# beba Technology presents new Food Mixer with patented oscillation foaming technology at Anuga FoodTec 2018

- · Innovative mixing technology uses oscillation process for gentle whipping
- Easy-to-maintain mixer head with no wear or rotating parts

Essen/Oldb., February 20, 2018 – At Anuga FoodTec in Cologne (March 20 to 23, hall 04.2, booth D020), beba Technology GmbH & Co. KG will be presenting the prototype of an innovative Food Mixer. For the new product, beba has modified its patented dynamic oscillation process for the food industry: The mixing head has no wear or rotating parts, and is thus easy to maintain. Its vertical design allows users to drain out both the mixing medium and the cleaning fluid. As such, the Food Mixer meets the requirements for the "Clean in Place" (CIP) cleaning procedure, which is particularly prevalent in sectors with strict hygiene demands, such as the food industry. The oscillation procedure can also be used to whip lumpy products that would disintegrate during conventional mixing processes due to the high shear forces involved.

#### Patented mixing process

With the dynamic oscillation process developed by beba, the company is launching a worldwide novel and patented mixing technology onto the market. The vibrations of the mixing head and the viscosity of the product homogenize gas and medium in an extremely gentle whipping process. "This technology allows food manufacturers to make their mixing processes more efficient and cost-effective. The procedure has already proven popular among users in the pharmaceuticals and chemical industry, as well as in the textile sectors. As such, we are now delighted to be able to introduce a prototype for the food industry," says Ulrich Witte, Managing Director of beba Technology GmbH & Co. KG.

#### Users in the sweet and baked goods sector

The beba Food Mixer is particularly suitable for the production of sweet and baked goods, such as creams, chocolate, waffles, agar-agar gelling agents and meringues as well as for yogurt, blancmange, cheese, curd and other dairy products. The new whipping process allows users to save on the use of raw products, what results in a loose consistency of the end product.

1 von 3





### Joint trade fair booth with Vogelsang

Since September 1, 2017, beba Technology GmbH & Co. KG has been a subsidiary of Vogelsang GmbH & Co. KG. Together with beba, Vogelsang offers a wide range of products to fulfill the increasingly sophisticated requirements of the food industry.

beba Technology at Anuga FoodTec, March 20 to 23, 2018, Cologne Exhibition Center: Hall 04.2, booth D020 (Vogelsang booth)

beba-mischtechnik.de/en

#### vogelsang.info

#### Press contacts:

beba Technology GmbH & Co. KG Ulrich Witte Managing Director Cloppenburger Straße 21 49632 Essen/Oldb., Germany

Tel.: +49 5434 9246-12

Email: ulrich.witte@beba-technology.de

Web: www.beba-mischtechnik.de

VOCATO public relations GmbH

Friederike Wagner, Sina Oesterreicher Braugasse 12 50859 Cologne, Germany

Tel.: +49 2234 60198-19 / -16

fwagner@vocato.com/

soesterreicher@vocato.com

www.vocato.com

Vogelsang GmbH & Co. KG Violeta Paniello Marketing Manager Industry and Transportation Holthoege 10-14 49632 Essen/Oldb., Germany

Tel.: +49 5434 83-229

Email: violeta.paniello@vogelsang.info

Web: www.vogelsang.info

vogelsang.info





#### About beba technology:

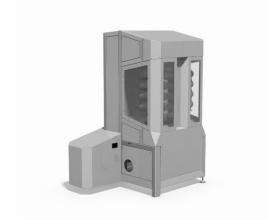
beba Technology GmbH & Co. KG is a designer, manufacturer and international retailer of processing machines and plants in the compulsory mixer sector. The global specialist in mixing highly viscous media has around 20 employees at its site in Essen/Oldb., Germany. Originally founded in 1958, beba Technology is now the byword for compulsory mixers for any kind of mixing process – from low to highly viscous products and mixers for processing residues of nuclear waste – and foam mixers for all sectors of the food and non-food industries. The company works with several European research institutes to develop new mixing systems and techniques. In 2017, beba Technology became a subsidiary of Vogelsang GmbH & Co. KG. Further information can be found online at: <a href="http://www.beba-mischtechnik.de/en.html">http://www.beba-mischtechnik.de/en.html</a>

#### **About Vogelsang:**

Vogelsang GmbH & Co. KG develops, produces and distributes highly-engineered equipment that is easy to maintain. The head office is located in Essen/Oldb. in Lower Saxony. Founded in 1929 as a manufacturer of agricultural machinery, the company has grown to become a specialist in individually configurable machines for the agricultural, biogas, industrial, transportation, and waste water sectors. At present, the mid-sized, innovative family business employs over 800 people worldwide. Vogelsang ensures the highest production quality through its research, development and manufacturing operations at its location in Germany. As an international company, Vogelsang operates manufacturing centers domestically and abroad. A continuously growing network of subsidiaries and representatives allows Vogelsang to be present in more than 25 locations worldwide, in all European countries and important industrialized nations in the world.

Further information can be found online at: vogelsang.info

#### Images:



**Image 1:** Prototype of the beba food mixer with patented oscillation technology.



**Image 2:** "Clean in place" thanks to vertical alignment of the mixing head.

Image source for all images: Vogelsang GmbH & Co. KG

3 von 3