



Mixing & Blending Equipment: Give Renting a Try

Unanticipated demand spikes, product line expansions and process improvements generally spell good business. But they may also spell the sudden need for processing equipment. When new equipment is too expensive to purchase or when outsourcing is more a hassle than a solution, the option of renting can offer many manufacturers a way to cushion the abrupt change, especially when no one knows how long the increased demand will last.

Renting of pre-owned or brand new capital equipment is not a new business concept, rental programs have been offered by equipment manufacturers for decades. While the benefits of renting are many, a good number of companies are still reluctant to give it a try. Customers may simply be unaware that the same exact equipment they need is available in a rental fleet. And even if they are aware of the equipment's availability, the perceived lack of reliability with renting pre-owned equipment can become a deterrent.

Amidst that and other discouraging notions, here are some reasons to give renting a try.

Try Something New

Developing fresh formulations may require laboratory equipment not presently available in the manufacturer's facility. Renting can push product initiative into actually happening by giving research scientists a chance to test and analyze their new recipes. If success is proven, the rental can be turned into a purchase to continue the research.

Take a Step Up

Once a product graduates from Research & Development, it is often found that pilot or full production scale equipment perform differently from their table-top counterparts. For a fraction of the true equipment cost, the manufacturer can confirm horsepower

requirements, derive true cycle times and plot over-all efficiencies by first renting the scaled-up equipment.

Understandably, a more seamless transition can be expected from actually using production scale equipment than simply relying on scale-up calculations. It gives confidence to the engineer who has to propose and defend the budget for new equipment.

Be Bold

When a certain product sells significantly more than promised by the marketing department, it gives rise to a right-now sales opportunity that cannot grow cold. Increasing production without concrete statistics on future performance is indeed a bold decision but not necessarily an unwise move.

An economical method of striking the iron while it's hot is renting equipment to handle the additional volume. The unit will be used in the manufacturer's facility until the product demand drops or until improvement in sales warrant a purchase. Whatever the outcome, renting offers the manufacturer a way to get the most out of a sales opportunity.

Strengthen a Weakness

Think your manufacturing process can be further optimized? Ever wonder if certain adjustments can improve cycle time?

The necessary activities that delay production – in between batch clean-ups, vessel transfers, heating/cooling, mixing – can be fine-tuned with the use of appropriate equipment. For example, a change-can design mixer with a clean-in-place system will cut cycle time by a significant amount. A powder induction system would minimize dusting in the work area lowering hazards for workers.

Without costing a great deal, renting equipment that offers these features will allow the process engineer to explore possible solutions to his production bottlenecks.

Satisfy Your Curiosity

Rental options are not limited to pre-owned equipment. When new technologies emerge in processing equipment showing off promising features and functions, there could be a way to test-drive one which may suit your manufacturing needs. If such equipment is available for rental, you can forget the real price tag, at least for a while. A month or two may be enough time to decide if the rented equipment indeed fits well into your specific production line. Cost-benefit analyses can therefore be based on direct measurements of improved efficiencies.

Stop Waiting!

Normally, it takes months to build full scale equipment. While waiting for the new unit to be delivered, research or production can still go on. Renting similar equipment will prevent the manufacturer from staying idle and losing sales to other players. A week or a month of delayed production could readily shift the market to competition. Renting can be your ticket to staying ahead in the game.

Conclusion

Renting new or pre-owned equipment from a reputable industry leader will provide any processing company all the benefits just mentioned. Choose companies who can guarantee that their rental equipment are stored, maintained, calibrated and shipped properly. In this day and age of downsizing and technology changes, one cannot afford to stand by and watch opportunities pass. Consider your rental options today and prepare to rake in profit without taking the plunge.

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