

General Mills Employs Unique Suspension System for Bin Activators

Customer

General Mills, Inc., Cedar Rapids, Iowa.

Problem

In its cereal processing at this plant, General Mills feeds cereal mix by belt feeders to its cookers. Former use of gravity feed caused erratic flow to the belt feeders. In order to assure unvarying feed, the company requires uniform density of product hour after hour.

Solution

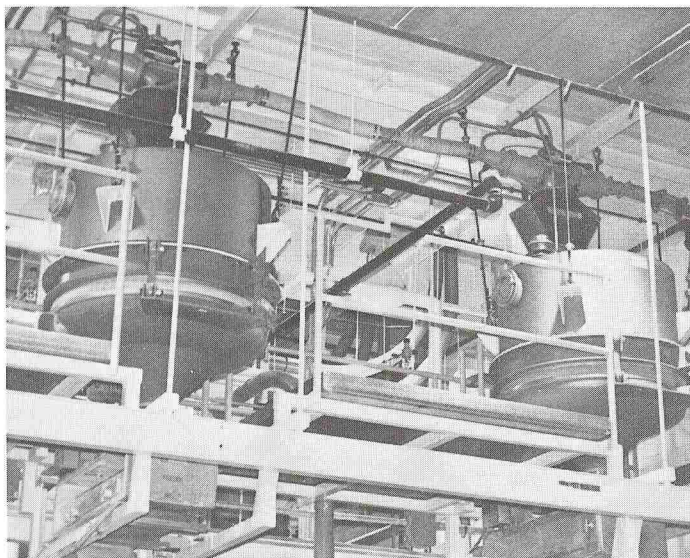
5 Vibra Screw Bin Activators, 4 ft. diameter, white neoprene sleeves, epoxy lining, food grade construction.

The Bin Activators employ controlled vibration to assure uninterrupted flow of cereal mix and also to keep density of product stabilized. The five units which supply five cookers are suspended by cable in a system which was innovated by General Mills for vibrating units such as conveyors to minimize

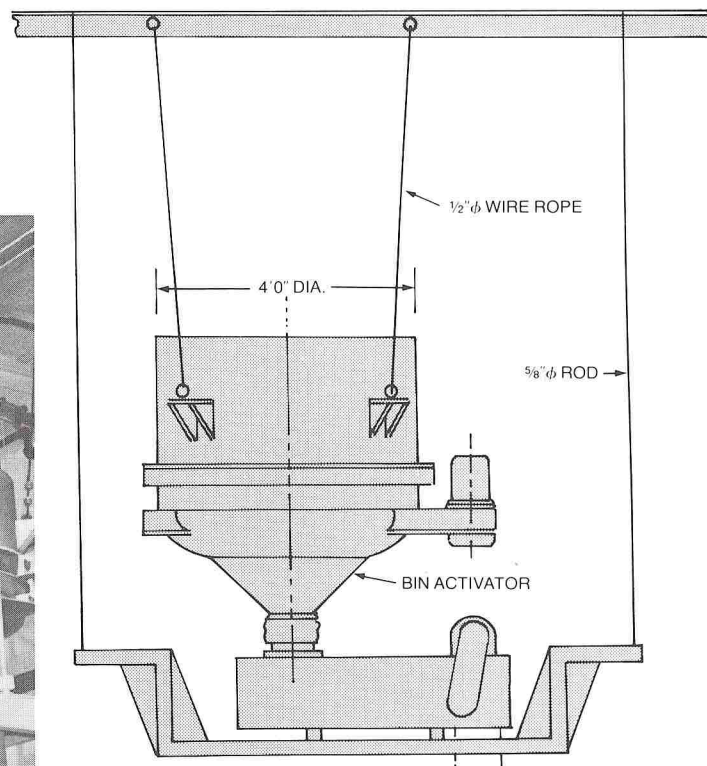
transmission of excess vibration to rigid structures of the building. Advantages of the system include greater cleanliness, minimum vibration, and reduced noise level.

Results

The suspension system has been highly successful in accomplishing its objectives. In addition to the fundamental improvement in feed rate provided by the Bin Activators, there is an overall improvement in operation of certain electronic equipment such as level controls which are part of the automatic fill system.



Thanks to Bin Activators, cereal mix flows without costly delays at General Mills Cedar Rapids installation.



Cable suspension system (directly above Bin Activators) minimizes vibration, aids cleanliness, reduces noise level.