

THE SUPERIOR IS BACK

Ocrim's compact mill that combines functionality with beauty in design

by Andrew Wilkinson, Milling and Grain magazine

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ince the beginning of time, where crops have grown, man has lived, what is needed to sustain grain - sunlight, good soil and water, is also needed by mankind to thrive. This remained the case for many millions of years.

Then, as time passed and the global population grew, the human race began to spread across the world's surface, with some

groups settling in regions with climates that made sustaining grain difficult, often rendering it a scarce resource. When a vital raw material becomes a scarce resource, the importance of processing it into food efficiently becomes paramount.

So, if we are going to truly realise the maximum potential nutritional gains from our harvests, then we are going to have to harness the power of modern expertise and machinery - which is where the Ocrim Superior comes in.

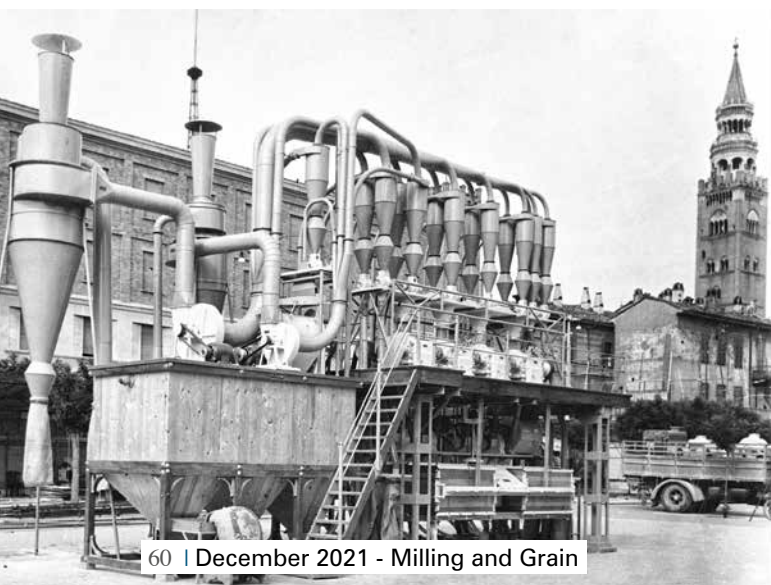
Solving a number of burdensome issues

Far from being a new brand, the story relating to the Superior name actually dates back to the 1950s, when a war ravaged Italy sought to replace mills that were destroyed during the Second World War. In order to bridge this gap, the company created modular mills.

The modern Superior's 'Grandad' was a functional two-level mill that could fit comfortably into a prefabricated shed or barn. As well as its ease of installation, it also solved a number of other issues - especially in countries where the cost of constructing buildings was too high or in regions that were seismically active or geologically unstable.

These warmer climes were further served by its open layout that afforded operators unprecedented levels of ventilation, whilst its compact and stripped back nature also removed the need for the mills to be managed, thus reducing labour costs too.

This forefather of the modern Superior mill was swiftly



manufactured and tested within the company, before then being shipped directly to the customer. It no doubt contributed to the company's global success for almost two decades.

However, as one would probably expect of a swiftly assembled 1950s mill, these initial machines carrying the Superior name were not very energy efficient.

Fast forward two generations, we enter the 1980s and 90s and we see the demand change to more compact mills. In order to adapt to this shift in consumer priorities, Ocrim begins to create a compact plant to ship to developing countries - like the Milling Compact Unit MCA.

Returning to the present day, the bulk of the market demands top capacity mills. That said, there are also an increasing number of requests from those that are catering to the niche markets.

The world also finds itself at war once again, this time with a very different enemy - but one that has emptied our supermarket shelves, nonetheless.

So, with food a scarce resource once again in some locations, the time has come to resurrect the Superior name, with Ocrim choosing a webinar as a platform to release this news.

Webinars for Ocrim started one year ago, and in pandemic prone times they have proven to be a vital line of communication between Ocrim and its customers.

Now, following a break in August, which the webinar's presenters describe as being "indispensable for all of us" - the company's communications team returns with its most recent offering.

This edition, "OcrimWebinar - The Superior Is Back" sees the return of Anna Buffa, food entertainer, who introduces Stefano Mazzini - a man who has spent 30 years with the company - although he stresses that this is definitely not a bad thing!

In the weeks leading up to the broadcast, the company was working on the logo and releasing small snippets of information. All of which



should have given everyone a rough idea what this webinar is about.

Something special - not your classic pre-assembled mill

When this latest Ocrim Superior project began, the company wanted to make a beautiful design that was also functional - something special, not your classic pre-assembled mill.

The cube shape is also perfect for Ocrim, as it is super transparent and easy to understand - everyone knows what it is, begins Mr Mazzini, who if you were to encounter him on any other day, would be Ocrim's Sales and Marketing Director.

Although the name may be old, he continues, the technology contained within the new incarnation of the Ocrim Superior is both new and cutting edge - with the cutting edge aspect not only limited to the design, but to its manufacture too. "It does not take

long to make it, test it and deliver it,” states Mr Mazzini.

Much of its aesthetic elements are also fully customisable including its colours, the materials used in the manufacturing process, its external design and technical solutions. It is worth noting that the milling mechanism cannot be customised - as the technology contained within it is what the company describes as being “fundamental”.

The Superior mill is available in four different models, Passion, Natural, Style and Gold with editions available for a range of processing applications. Each unit includes a complete cleaning line equipped with high-performance machines, built and produced according to high quality standards.

The system can be composed of numerous and different options to make it highly customised according to the needs of each individual customer.

Furthermore, the Natural edition of the Superior is created using a selection of carefully chosen materials, with as much as possible manufactured from sustainable materials such as composites, including its supports.

The external panels, which at first glance could easily be mistaken for natural wood are also manufactured from a similar materials.

Relatively speaking, just like with the Superior back in the 1950s, this edition requires low investment. One of the limitations of the original design was that it used much more energy than a typical mill, however market forces now deem this to be unacceptable.

In response to this change in demand, the edition of the new mill affords 20 percent energy savings when compared to more conventional designs available on the market.

Like its predecessor, the new mill is a readily available project that can be installed in the most basic of structures. So, you don't need multi-storey buildings in order to accommodate the Ocrim Superior, you just need a simple industrial plant.

The pre-assembled modules are also quick and easy to install as they only require general connections. This makes the installation process much cheaper and can lead to a 70 percent time saving when compared to the installation of a normal plant. All in all, Mr Mazzini states that the company can take you from order, to shipping and installation in just six months.

Assured support from order to installation & beyond

Throughout this period, Ocrim offers a new fully integrated manufacturing strategy that includes technical support and project management. This element also includes maintenance and management training courses, which are delivered directly to your production team during the testing phase.

Once this phase has been completed, the Ocrim Superior plant is then manageable through touch screen panels. Full control is also assured by an automated system that is optimised for mobile devices, smartphones and tablets.

The company also offers remote and affiliate assistance -



because, anything that can happen often will happen.

On the subject of who will be interested in Ocrim's latest machine, speaking with the confidence and passion that we have all grown to expect from the Cremona based outfit, Mr Mazzini states that the entire world will be.

He then clarifies his statement by stating that there will be many new investors or those with large industrial plants with large production capacities and small business owners who want to approach the niche milling market.

There is no doubt that this has been and continues to be a very important project for the company and the name Superior is a story that has so far spanned over 70 years, with it looking like carrying on for many more to come.

On the Ocrim Superior website you can find information on assembly, installation and the customisation options:
www.ocrimsuperior.com