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CASE **STUDY**

Eriez® Xtreme® Metal Detector Helps Nuts ‘N More Deliver Contaminant-Free High Protein Spreads

Today's consumers, together with increased oversight from government agencies, are demanding safer, healthier foods. That demand moves down the chain when retailers and food service providers ask manufacturers to provide verifiable proof that food safety systems are effectively in place.

Nuts ‘N More, based in East Providence, Rhode Island, has taken the initiative to install high level operational procedures and technologically innovative equipment specifically to comply with rigid food safety guidelines. An important part of the company's quality push is the use of an Eriez Xtreme® Metal Detector Conveyor System, which inspects every jar produced at Nuts ‘N More for metal contamination.

The company was created by three close friends in 2012. It gained a sizable following—and a cash infusion—after an appearance in March 2013 on the popular reality television show “Shark Tank,” where entrepreneurs Mark Cuban and Robert Herjavec invested in the fledgling operation. Since that encounter, the company's sales and exposure in retail outlets have skyrocketed.

“We were looking for healthy alternatives to get more protein into our diets without having to eat another bar or drink another shake,” recalls Peter Ferreira, founder and CEO. “In the back of my

family's small bakery shop, we created the first high protein spread to ever hit the mass market. With the help we received from Shark Tank, we're now focused on doing it in a big way."

"Prior to Shark Tank, we had \$100,000 in sales over five months. Seven months later, we exceeded \$1 million in sales," he says. "Our facility is now 20,000 square feet and we expect to do about \$10 million in sales in 2017. We are in GNC, the Vitamin Shoppe and Whole Foods, as well as other large retailers. We have gone global since Shark Tank as well. We are expanding into Europe, the Middle East and Canada, and are working on establishing distribution in South America, Asia and Australia."

Metal detector helps maintain safety and company's brand

The manufacturing facility processes 10,000 jars of various high protein spreads per day. Jars measure 3 ½" in diameter x 3 ½" in height and are continuously fed through the Eriez Xtreme metal detector, which has a tunnel opening of 14" wide x 8" high to accommodate the uncapped jars.

The uncapped jars travel on an Eriez conveyor belt that feeds a foil induction process prior to packaging and shipment. The foil helps seal in the natural oils of the product, according to Ferreira.

"Our biggest concern with all our manufacturing processes is the safety and well-being of customers," he says. "We make a high quality product and need critical control points (CCP) in place. The Eriez Xtreme Metal Detector is one of the most important pieces of equipment we have in meeting HACCP guidelines."

The Xtreme Metal Detector includes a vivid color touchscreen display, easy to use auto set-up, dedicated reject and event log. The Xtreme Metal Detector offers greater sensitivity with its multiple

frequency range and vibration immunity. An integrated power supply and numerous configurable inputs and outputs allow for easy installation. Maintenance is trouble-free with the Xtreme unit's large control opening for easy access to wiring.

"The Xtreme was very easy to set up and operate by our crew," Ferreira says. "We conduct a verification test twice a day to ensure our metal test pieces are properly detected and rejected. Other than that, the metal detector needs very little monitoring."

Going global with a nutritious spread alternative

Most natural butters can be chunky and hard, but the all-natural, high protein spreads at Nuts 'N More were created in a unique way, providing double the amount of protein with a smooth consistency and texture, according to Ferreira.

"As an active person, I took to nutrition at a fairly early age, always looking for ways to get better nutrition and more protein in my diet," he says. "My partners and I stumbled upon the idea of making this fortified protein butter. It gives you the essential fats and high protein content, so it's perfect for that in-between meal snack."

"Our whole vision behind Nuts 'N More is to help people unleash their fitness and health potential," Ferreira notes. "We toyed around with different extracts, proteins and purities which was the foundation for launching the company."

"When we first started, we were just three guys in a bakery churning butter. Now, everything's changed. There are people from all walks of life reaching out to us, all over the world, wanting our product," he says. "There are plans for expansion as we look to upgrade our processing line in the

next few years. We are looking into a non-allergen spread, so we will need another Xtreme Metal Detector at that time.”

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Eriez is recognized as world authority in separation technologies. The company's magnetic lift and separation, metal detection, fluid filtration, flotation, materials feeding, screening, conveying and controlling equipment have application in the process, metalworking, packaging, plastics, rubber, recycling, food, mining, aggregate and textile industries. Eriez manufactures and markets these products through 12 international facilities located on six continents. For more information, call toll-free (888) 300-ERIEZ (3743) within the U.S. and Canada. For online users, visit www.eriez.com or send email to eriez@eriez.com. Eriez World Headquarters is located at 2200 Asbury Road, Erie, PA 16506.