



CEO Lewis Ribich (left) and Vice President of Sales Gary Saunders at the company's Kansas City facility.

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MAGNUM'S NEW APPROACH TO MERGING INDUSTRIES

BY HANNA ARONOVICH

In today's business climate it has become all too familiar to see mergers, acquisitions and giant corporations swallowing up their smaller competitors," explains Vice President of Sales Gary Saunders. "Frequently, these business moves are portrayed as customer-driven, but are often to boost a company's bottom line. Magnum Systems is attempting to buck this trend."

Founded in 2001, Magnum Systems resulted from the merging of two material handling and packaging companies, Smoot Co. and Taylor Products. "The corporation was formed to address a growing need for combined capabilities within the dry bulk processing, material handling and packaging industries," Saunders says. "The pairing brought a combined 80-plus years of experience and application knowledge that no competitor can match. The result is a united organization that not only offers complete solutions, but innovative products that reduce their customers' operating

expenses while improving production output."

Established in 1960, Smoot designs and manufactures pneumatic conveying systems and components. Taylor Products, founded in 1969, designs and manufactures bagging, weighing and packaging equipment. Through its two divisions, Magnum Systems services several industries including food and ingredients—such as coffee, flour, spices, and rice; agriculture, feed and seed; aggregate, stones and minerals; plastics and chemicals.

Saunders says Magnum Systems attributes its success to providing innovative, advanced and reliable products, while keeping its production and overhead costs down.

"Our approach has been to deal with the issues in several different ways," he says. "No. 1, we rely heavily on the multiple years of experience of our staff. We have several employees who have worked in the industry for 20 to 30 years.

"This experience gives our customers access to years of application experience and an understanding of how to properly handle different materials and solutions. The result is quality equipment and systems that exceed our customers' expectations.

PROFILE

Magnum Systems
www.magnumsystems.com
 HQ: Kansas City, Kan.
 Employees: 300
 Products: Conveying and packaging equipment
 Gary Saunders, VP of sales:
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"Secondly," he continues, "we are aware of our customers' needs and industry trends. The business climate of today doesn't allow companies to rely totally on their own products and experience. At times you have to step outside the box."

To address the issue, Magnum Systems has formed strategic business relationships to complement its internal R&D efforts, he explains.

In the last two years, the company has released five new products, which were the result of both strategic partnerships and internal R&D, Saunders says, pointing to the TRV 1000 robotic valve placer. "This product's genesis began with our customers asking for bagging automation, higher speeds and improved reliability," Saunders says. "Internally, we found that robotics were the best possible avenue to address these wants."

"As a company, we acknowledged we weren't experts in robotics and made the decision to look for a strategic relationship," he continues. "The result was a relationship with FANUC Robotics, the world's largest robotics producer."

"This unique relationship provides our customers with the finest in robotics, while we provide the expertise in bag handling, and packaging. The TRV 1000 has been a huge success in the market due to these factors."

STAYING AHEAD

To stay ahead of the competition, Magnum Systems continues to focus on new products. This includes looking for ways and products that increase speed and automation, improve reliability and increase productivity while lowering costs.

The recently launched TRU Seal has once again put Magnum Systems on the forefront of innovation. The TRU Seal is an ultrasonic valve bag sealer. "The TRU Seal utilizes a rigid mount setup at the filling source to decrease the amount of bag movement while maintaining the bag's shape," Saunders says.

In addition to product innovation, Magnum Systems is also committed to internal improvements and has purchased equipment to improve its own production process and keep costs down. "Last year, we opened a new facility to manufacture and test our V-LINE equipment," Saunders says. "This facility was opened due to an increase in demand for V-LINE equipment, and allowed a more centralized location for product testing and customer visits."

In the coming years, Magnum Systems plans to continue to focus on automation. "We aren't afraid to develop, partner and acquire what we need in order to be successful and provide groundbreaking solutions for our customer base," he stresses. **MT**



Pneumatic Conveying Systems



TRV1000 Robotic Bag Placer