

Aeolus Technologies: Customer Relations

Aeolus Technologies



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Company Profile:

Aeolus Technologies Ltd was formed in 2009 to commercialise and identify further applications for the patented Whirlwind system, developed originally for enhanced pipework product recovery and CIP technology.

The SME markets, develops, tests and installs Whirlwind systems for the process industry sector.

The technology is sold directly to individual end users as a bespoke unit, tailored to specific client requirements, using fully automated control and requiring minimal maintenance.

The Whirlwind System is an innovative CIP technology that uses controlled **vortex airflow** to clear, clean and dry the inside of processing pipeline.

The system works through a four phase clearing, cleaning and drying process:

- Product is pushed through the pipework using a laminar air stream: recovery 80-90%
- A vortex airflow is introduced into the pipework increasing recovery to 95-99%
- A small amount of water is introduced into the whirlwind and the turbulent air/water mix cleans the inner surfaces of the pipework
- Vortex airflow used to dry the pipework ready for production start

The technology is ready for market with a number of installations already in place, primarily in the food and drink sector. Current applications include alcohol, soft drinks, sauces, food pastes and perfumes.

At its in-house laboratory facility the company can undertake customer trial, and tests developments of the vortex technology.



The Whirlwind system installed at Glenmorangie consisting of three core pieces:

Whirlwind unit

Blower unit

Electrical control panel

Customer Relations

The Whirlwind system is sold as a premium bespoke product that is tailored to the specification of the client's process plant, and can be used as a standalone product recovery and cleaning system, or integrated with existing CIP technology.

Clients generally know what the key problem(s) is that needs to be solved, and will assess the financial benefits derived from solving the problem through installation of the technology. With the technology being low maintenance, the business revenue model is based on direct selling of the systems. In addition to the traditional sales routes for raising awareness, including advertising, industry events and networking, **personal testimonials** from existing clients are absolutely key to gaining trust and credibility in the eyes of potential new customers.

Given the tailoring required for each Whirlwind unit to meet client plant and product specifications, a number of steps are undertaken during the pre-sales process including

- new product testing using their in-house test rig
- site survey and data collection from the client plant
- cost benefit modelling and analysis using client plant data

all of which help to create a rolling client dialogue.

In addition, Aeolus Technologies has a policy of maintaining light-touch post commissioning contact with customers on an ongoing basis, in order to gain feedback from their experiences in using the system.

This combination of a strong pre-sales service and unobtrusive follow-up contact has resulted in positive customer relationships, in which clients are not only willing to provide excellent written testimonials, but will often allow new (non-competing) prospective customers to visit their sites to see the system in operation, and hear firsthand accounts of its performance.

Richard Taylor, Bulk/Process Manager of Halewood International. *'With the diverse range of product and the volume of bottles that are filled in the Bottling Hall it is really important the bottling lines are thoroughly cleared as quickly as can be before cleaning. The Whirlwind System is ideal for this purpose. The recovery yields have been noticeably improved since installation and the system has been proved as reliable. The installation and operation of the system is very straightforward.'*

Julia Blair, Glenmorangie Project Engineer *'... since commissioning and going into full operation we are very pleased with the performance of the Whirlwind System. Through use of the clearing phases we are able to recover near enough, if not all, of the product from the pipe lengths, which as well as minimising waste also protects the integrity of our products.'*