



*Introducing*  
*the*  
***Immersion***  
***Mixer***

from . . . .



# A Perfect Fit ...

HB competence

+

Mass appeal at dealers





---

## Features & Benefits



### **Power**

175 watts versus Waring at 100 watts

### **Performance**

Efficient blade & blade guard design – moves ingredients through mixer

### **Durability**

Motor construction, cutting attachment workmanship, materials

### **Cleanability**

Attachment quickly releases for easy cleaning & preventing cross contamination

### **Convenience**

Extra long 9” shaft, double insulated construction allows less bulky two wire cord, built in clip to hook on wire shelves

---



# Versus Competition



Manufacturer	Model Number	Power		Speed	Shaft		Warranty	Weight	Pricing (List)
		Watts	RPM		Length	Detachable			
<b>HB Commercial</b>	HMI200	175W	11,000-15,000	2 speed	9"	yes	1 yr	3 lbs	\$175
<b>Waring</b>	WSB33	100W	9,500-12,000	2 speed	6"	no	1 yr	2.3 lb	\$103
<b>Bamix</b>	BX391300	140W	17,000	2 speed	7.5"	no	1 yr	2.1 lbs	\$199
<b>Dynamic</b>	MD95	180W	9,500	variable option	7"	no	1 yr	4 lbs	\$446
	Junior	200W	9,000	variable option	9"	Jr. Plus +\$100	1 yr	7 lbs	\$541
<b>Robot Coupe</b>	CMP250V	270W	4,800-9,600	Variable	9"	no	1 yr	10 lbs	\$546



---

## You get what you pay for ...

- Materials used: polyphenylsulfone on attachment housing (>400 F )  
Viton high temp polymer used for internal seals & clutch (500 F)
  - Blade design: improved emulsifying performance – 3 additional cutting edges versus other models
  - Extra cord length for convenience (HB 10 feet, Waring 4 feet shorter)
  - HB Motor has extra long brushes, and twice the commutator bars versus Waring
-



# Food Service Applications

## Chef's Tool

Salad dressings, soups, sauces, soufflés  
“Powerful & convenient for smaller batches”



## Chain Appeal

Offers durable performance  
& improved sanitation



## Drink Prep

Gelato & Drink Mix Applications





## Demo, Demo, Demo ....



### **Head to Head**

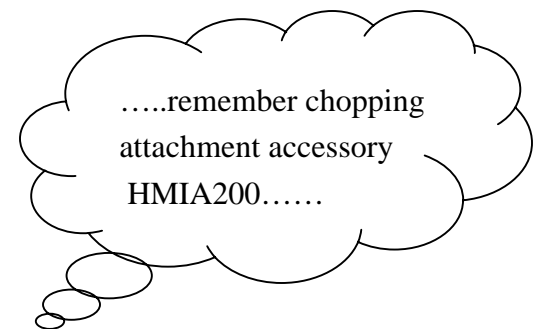
Bring Waring unit and use canned cooked pinto beans or partially frozen strawberries

### **Morning mtg**

Strawberry Banana Smoothies

### **Afternoon mtg**

Make salsa for group & then pitch product while they munch on chips & salsa!





## Head to Head Demo

### Partially Frozen strawberries

2 x 1lb bags of frozen strawberries

Allow strawberries to partially thaw while traveling to customer  
(or run under warm water while in bag to partially thaw)

$\frac{3}{4}$  cup of sugar

Pour ingredients into medium bowl 4-5 quart glass mixing bowl

Use Waring mixer first (it will quickly clog)

Then use HMI200 on either speed to create a delicious strawberry puree

If necessary, add a  $\frac{1}{2}$  cup of water at the end & mix in to make it easier to serve

(by partially thawed, we mean soft on the very outside ... but still hard in the middle)





# Head to Head Demo



**HMI200**  
**Fully Processed**



**Competition**  
**Blade area clogs**





## Head to Head Demo

### **Canned Pinto Beans**

3 x 15oz cans of pinto beans

Open cans, drain and place in medium bowl  
(4 or 5 Qt glass bowl works best)

Use Waring mixer first (it will quickly clog)

Then use HMI200 to process rest of beans

(explain benefits of blade design and open blade guard)





# Head to Head Demo



**HMI200**  
**Fully Processed**



**Competition**  
**Blade area clogs**





---

# Morning Recipe

## Strawberry Banana Smoothie

- 2 cups fresh or frozen (partially thawed) strawberries
- 1 medium to large banana peeled & cut into ½” chunks
- 1 cup orange juice
- 2 cups low fat vanilla yogurt (2/3 of a 32oz tub)

Place all ingredients in a ½ gallon water jug

Blend on low speed for 5 seconds and then on high speed for 10 seconds

Serve immediately (serves four medium servings)



# Strawberry Banana Smoothie

Before



After (Yum!)



Great way to start your morning!

---

## Afternoon Recipe

### **Amazing Fresh Salsa (hot!)**

2 x 28oz cans of whole peeled tomatoes (drain cans)

Medium bunch fresh cilantro (cut off stems)

1 medium yellow onion (halved & then each half quartered)

2 fresh green medium jalapenos (sliced down the middle & halved)

5 cloves fresh garlic, peeled

1 tsp. salt & pepper

Combine ingredients in a CPM700 bowl

Mix on low speed, moving blade around to process large ingredients

Keep blade inside mix to prevent splashing

Mix until all onion is fully processed (less than a minute)



## Amazing Fresh Salsa

Veg. Prep.



Incredible results in less than a minute!



Don't forget to bring chips!

---



# Great packaging & display available for shows





## Healthcare Partnership



- ADA & Pediatric Nutrition Practice Group (PNPG) have issued new infant feeding guidelines incl. equipment requirements.
- New equipment requirements include sterilization of all equipment. Autoclaving is the preferred method (250F, 15lbs steam pressure, >10 mins)
- Currently most NICUs (Neonatal Intensive Care Units) are using blenders to mix formula. Meeting the new guidelines will require new equipment that can be autoclaved.
- PNPG approached us to develop a product to meet these guidelines.



# Healthcare Partnership

- Partnered with Texas Children's Hospital, Houston (largest NICU in US & leader in development of new guidelines)
  - HMI200 used for past year to make over 20,000 quarts of infant formula & used in their sterilization schedule.
  - “Incredibly reliable” Terry Whaley, Director, Texas Children's Hospital
  - Since HMI200 is only product that meets guidelines, PNPG will promote our product (there are 17,788 NICU units in the U.S. !!!)
-

# Have Fun Selling !!!



From your team at ...