Super Coffeemix: then and now

Established in 1987, Super Coffeemix Manufacturing Ltd began manufacturing and distributing instant 3-in-1 coffee mixes and other similar products. Founding member, Executive Chairman and Managing Director Mr. Teo Kee Bock conceived the idea for this revolutionary product, the base for the company’s future success. Super Coffeemix was listed on the Singapore Exchange in 1994 and achieved Main Board Listing status four years later.

Super Coffeemix’s principle activities include the manufacturing of coffee mix raw materials such as coffee powder and non-dairy creamer in the Singapore Tuas Plant, the production of instant cereal flakes as well as the packing and distribution of instant beverages and convenience food products. The company has six modern manufacturing facilities in Singapore, Malaysia, China and Indonesia making more than 200 high quality food and beverage products, as well as strategically located sales offices and distributors around the region.

Today, the Super 3-in-1 product lines have developed a new niche in the consumer food and beverage arena by combining ease-of-use and convenience with great taste. The company’s strengths in product innovation, quality control and market expansion have provided the foundation for continued success.

METTLER TOLEDO: The right ingredient for Super Coffeemix’s success

In order to ensure the successful delivery of Super Coffeemix’s products to consumers, it was vital that the moisture content in the instant beverage powdered mixes and convenience foods was precisely controlled. Previously, Super Coffeemix used two separate techniques, the oven method and infrared measurement, both of which were unsuccessful and resulted in significant quality issues such as limited shelf-life, lump formation and inconsistency in taste. Furthermore, these two techniques were time-consuming and hampered productivity.

Enter METTLER TOLEDO’s halogen moisture analysers. These advanced instruments provided outstanding advantages over the former two methods, including ultra-fast drying, ease-of-use and repeatability. Introduced into Super Coffeemix’s Quality Control department in 1997, the analysers were initially met with scepticism, but the results silenced all critics. Remarkably accurate results were obtained from the 3-in-1 coffee mix sample, a notoriously difficult sample to handle due to the presence of a high level of sugar, when it was put through a process of extremely even heating via the advanced halogen technology combined with integrated analytical balance.

Since then, Super Coffeemix has adopted the HR73 and HG53 as trusted assets in the production floors and laboratories of its manufacturing plants. As more of the company’s expansion plans are realised, such as with the completion of the new cereal flakes plant in Changzhou, Super Coffeemix has also begun investing in newer technologies, such as the recently launched HR83P.

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