

PTO Form 1930 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 4/30/2009)

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77298497
LAW OFFICE ASSIGNED	LAW OFFICE 109
MARK SECTION (no change)	
ARGUMENT(S)	
<p>We are writing in response to the Final Office Action dated August 24, 2008 (the "Office Action"), which the attorney for Formax, Inc. ("Applicant") has carefully considered.</p> <p><b><u>LIKELIHOOD OF CONFUSION ANALYSIS</u></b></p> <p>The Examining Attorney has refused registration of Applicant's mark POWERMAX ("Applicant's Mark") as applied to "industrial electric food processing machines, namely, machines for slicing food products for packing and packaging in commercial quantities, and parts therefore." The Examining Attorney's refusal is based on the prior registration of the mark POWERMAX for use on electric food blenders. See Registration No. 2817553 (the "Cited Registration").</p> <p>Applicant respectfully disagrees with the Examining Attorney's refusal, and submits that the goods upon which Applicant and the Cited Registration use the POWERMAX mark are sufficiently distinguishable so as to not cause a likelihood of confusion. Further, the established, likely-to-continue trade channels are greatly different and the conditions under which and buyers to whom sales are made are significantly distinct. There is no likelihood that consumers of Applicant's goods are likely to encounter Cited Registrant's goods, and vice versa. Applicant provides large, industrial machines for slicing food in commercial quantities, whereas the Cited Registration is used on food blenders commonly placed in the average residential kitchen. Applicant's machines are not marketed to the average kitchen appliance consumer, but are instead directed to the commercial food processing industry.</p> <p>Applicant respectfully requests that the Examining Attorney consider the facts and analysis provided below with respect to the relevant evidentiary factors listed in <i>In re E.I. DuPont de Nemours &amp; Co.</i>, 476 F.2d 1357, 1360 (1973) and cited in the Trademark Manual of Examining Procedures 2d (hereinafter "TMEP") §1207.01 in determining whether any likelihood of confusion exists between Applicant's Mark and the Cited Registration. Applicant further urges the Examining Attorney to afford proper weight to the tremendous differences that exist between Applicant and Cited Registrant's goods, and the resultant fact that consumers are unlikely to be confused.</p> <p><b><u>The Goods Provided and the Established Likely-to-Continue Trade Channels Are Dissimilar</u></b></p>	

The Examining Attorney correctly notes that "a likelihood of confusion determination in this case involves a two-part analysis. The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§ 1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels." See *Herbko Int'l Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 U.S.P.Q.2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 U.S.P.Q.2d 1557, 1559 (Fed. Cir. 2001); TMEP §§ 1207.01, 1207.01(a)(vi).

While the marks at issue are the same, they are applied to entirely different goods and are distributed through different trade channels and thus, no likelihood of confusion exists. "If the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely. See, e.g., *Shen Mfg Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (cooking classes and kitchen textiles not related); *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (TTAB 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (TTAB 1986) (QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field) and TMEP § 1207.01(a)(i).

Moreover, "[g]oods may fall under the same general product category but operate in distinct niches. When two products are part of distinct sectors of a broad product category, they can be sufficiently unrelated that consumers are not likely to assume the products originate from the same mark." *Checkpoint Sys., Inc. v. Check Point Software Techs., Inc.*, 269 F.3d 270, 288, 60 U.S.P.Q.2d 1609 (3d Cir. 2001); See also *Davis v. Walt Disney Co.*, 430 F.3d 901, 904, 77 U.S.P.Q.2d 1309 (8th Cir. 2005) (finding unrelated "a movie designed for children's entertainment that airs on a national children's network" and "an infrequently broadcast cable-access environmental advocacy television program"); *Astra Pharm. Prods., Inc. v. Beckman Instruments, Inc.*, 718 F.2d 1201, 1206, 220 U.S.P.Q. 786 (1st Cir. 1983) ("The most favorable inference that may be drawn from the evidence regarding the similarity of goods is that both parties' products (blood analyzer machine and pharmaceutical drugs) are used in the medical or health care field. However, such a broad inference is not sufficient to demonstrate that a genuine issue exists concerning likelihood of confusion as to the source of the products involved in the present suit."); *Bell v. Streetwise Records, Ltd.*, 761 F.2d 67, 226 U.S.P.Q. 745 (1st Cir. 1985) (live entertainment unrelated to phonorecord market).

The Examining Attorney's refusal was based upon her finding that the marks are identical and that the goods are closely related. However, as the guidance above provides, identical marks may be registered and confusion deemed unlikely where the goods to which they are applied are not marketed in such a way that they would be encountered by the same persons and one would not believe that the products originate from the same source. Applicant respectfully asserts that the goods offered are not closely related, but are rather entirely distinguishable and marketed to trade channels so distinct so as not to cause a likelihood of confusion.

a. The Goods Offered Are Distinguishable

Applicant's application seeks to use the mark POWERMAX in connection with "industrial electric food processing machines, namely, machines for slicing food products for packing and packaging in commercial quantities, and parts therefor." The Cited Registration on the other hand, is for "[e]lectric food blenders."

Applicant's industrial slicer is a large, high-powered machine measuring approximately 74.87 inches by 115.55 inches by 177.72 inches, weighing roughly 10,240 lbs, and featuring a slicing throat measuring 8 inches by 18.5 inches. *See* Affidavit of Brian Sandberg. The slicer has a conveyor belt through which sliced food products move, has a blade speed of up to 1500 rpm and is operated by a touch screen.

Applicant's slicer is a complex machine "which combines a large slicing throat with up to four independent product drives" and features a "revolutionary Safety Laser Scanning System." *See* attached printout from meatpoultry.com entitled *Just the right slice*. Applicant's slicer "is designed to slice high volumes of meat" and has "the largest slicing throat in the industry." *See* attached meatinfo.co.uk printout entitled *A More Precise Slice*. Applicant's industrial slicer can slice up to 3.6 tons of meat products per hour and up to 120 stacks of sliced meat per minute. *See* Affidavit of Brian Sandberg.

Each slicer sold is transported to the purchaser's meat packing or food product manufacturing plant by truck, unloaded with a forklift and then placed into position. *See Id.* The machine is then leveled to ensure proper operation and connected to the plant's utilities. *See Id.* This process includes hardwiring the machine to the plant electrical services, as well as, making the proper connections to the plant's water and air. *See Id.* This is an involved process, typically requiring 2 full days to complete. *See Id.* Moreover, as part of the purchase price, Applicant, because of the complexity of the machine, typically provides 5 days worth of on-site operator and maintenance training to the purchaser's employees. *See Id.*

This slicer is, as Applicant's application makes clear, an "industrial" machine for "packing and packaging in commercial quantities." Notably, the meatpoultry.com website ("the business journal for meat and poultry processors") and the meatinfo.co.uk website ("the online meat trades journal") which both discuss Applicant's product, are directed to the commercial meat and poultry industries, and not to the general consuming public. *See also* attached article entitled *Formax, Inc.: Yield-enhancing slicing system* which is found at *MeatPreparation.blogspot.com* the self-declared "Community for Meat Processors & Machinery and Equipment Manufacturers."

More importantly, Applicant's slicer is in no way a blender. A blender is fundamentally different product than a slicer. While both items have something to do generally with food, the similarities end there. The two items perform entirely different functions and serve wholly distinct purposes. A blender is a kitchen appliance used to mix ingredients or puree food. *See* attached Wal-Mart webpage offering Registrant's blender which can be used for "blending, pureeing, mixing, emulsifying and crushing." A food slicer is, on the other hand, an electric machine used to slice various large food products, mostly meat products. *See* Applicant's Application describing its products as a "machine [ ] for slicing food products." While countertop sized kitchen/deli slicers do exist, Applicant's product varies greatly from such compact-kitchen sized machines. As explained above, Applicant's slicer is enormous; It weighs over 10,000 lbs and is so big in fact that it must be moved into a purchaser's plant by a forklift *See* Affidavit of Brian Sandberg.

The Cited Registration is, unlike Applicant's, a countertop-sized kitchen appliance. It is the prototypical "electric food blender." Google searches conducted for "electric blenders" yield results depicting countertop kitchen products virtually identical to Cited Registrant's product. None of these products, falling within the description of "electric blenders," are even remotely similar to Applicant's industrial slicer. These "electric blenders" are used in residential kitchens for making such items as fruit purees, shakes and sorbets. *See* attached Wal-Mart website print-out and Dorfman article entitled *The Power Max Blender* which states that "The Braun Power Max Blender is a very handsome addition to any kitchen counter." Moreover, the Cited Registrant's blender, like other "electric food blenders," is classified by Consumer Reports as a "small" "kitchen appliance," and by Wal-Mart as a "kitchen appliance" "for the home." *See* attached consumerreports.org and Wal-Mart website printouts. These blenders are for household use – they are in no way industrial machines, and they do not process

commercial quantities of food. Notably, a comment provided on the ConsumerReports.org website by a dissatisfied customer of the Cited Registrant's non-commercial product states that: "I'm just going to look for a smoothie shop going [bankrupt] and buy one of their commercial units." See attached consumerreports.org website printout. This comment reveals that Cited Registrant's product, like all other "electric food blenders," is not an industrial sized or quality machine for use outside the home.

The Examining Attorney, to support her finding of confusion, provided evidence of meat slicers being sold on the same websites and in the same stores as blenders. Notably, however, the meat slicers depicted in the Examining Attorney's evidence are vastly different from Applicant's product. The slicers depicted are countertop slicers, costing between a mere few hundred dollars to a few thousand dollars. These slicers are fundamentally different than the industrial slicer sold by Applicant, which is bigger in size than some pianos and costs approximately \$500,000. The Examining Attorney has made an argument that a blender is a related good to a slicer used in a grocery deli. The Examining Attorney has, however, failed to cite any evidence that either a blender or a countertop meat slicer is related to an industrial slicer used in a meat-packing plant. In fact, some of the more expensive slicers depicted in the Examining Attorney's evidence, selling for \$969.00 - \$5,490.00, are merely countertop sized slicers "ideal for convenience operations, chain restaurants, supermarkets, deli and independent food retail operations serving sandwiches, salads and other products." See Examining Attorney's Attachments #69 - 72. It is absolutely clear that these slicers are not industrial machines for use in large, commercial processing plants.

Similarly, the registrations cited by the Examining Attorney as support for the proposition that the goods are related, identify a wide range of household products. For example, the HOBART registration (Serial No. 73048069) covers "electrically operated food preparation machines" and household appliances such as mixers, peelers, choppers and dicers. Neither this registration, nor the other registrations cited by the Examining Attorney, however, cover both electric food blenders for household use and industrial slicers for use by meat-packaging companies and food product manufacturers to slice and package high volumes of food. Applicant's industrial slicer and Cited Registration's household blender are entirely distinct goods and of such different quality and capacity. They can in no way be described as related.

Plainly, an electric food blender is not an industrial food slicer. As stated above, the only similarity is the fact that both are used in connection with food. This is not, however, enough to lead to any finding of confusion. Applicant is not narrowing the scope of its description nor that of the Cited Registrant. An "electric food blender" in no way encompasses Applicant's POWERMAX slicer, by any stretch of the imagination.

b. The Established, Likely-to-Continue Trade Channels Are Distinguishable

Also relevant in a likelihood of confusion determination is "similarity or dissimilarity of established, likely-to-continue trade channels." *In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357, 1361 (1973). "This factor asks where and how the parties' goods or services are sold." 5-5 Gilson on Trademarks § 5.06. The "channels of trade" factor is most potent when the parties sell their goods in very different outlets, a finding that typically tilts the balance against a finding of likely confusion. *Id.* "Use in the same broad field is not sufficient to demonstrate that a genuine issue exists concerning likelihood of confusion." *Elec. Design & Sales, Inc. v. Elec. Data Sys. Corp.*, 21 U.S.P.Q.2d 1388, 1391 (Fed. Cir. 1998). As indicated in TMEP § 1207.01(a)(i), "if the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely."

Here, Applicant's industrial slicer is sold through a dedicated sales force in the United States to meat-packing companies and food product manufacturers and their suppliers and subcontractors. For example, Applicant's slicer is discussed on the website entitled "*Meat Preparation-- The Community for Meat Processors & Machinery and Equipment Manufacturers.*" See [meatpreparation.blogspot.com](http://meatpreparation.blogspot.com) website printout attached. This website is directly targeted to those in the meat processing industry - and not to the everyday kitchen appliance user. This website is self-declared as "an on-line information service for red meat and poultry processors world wide." See *Id.* Applicant's slicer is further detailed in the Watt Poultry USA magazine which describes itself as "Covering the Integrated Poultry Industry," as well as, on the Food Manufacturer website ("the Informational Resource for Food and Drink Processing"). See Watt Poultry USA and Food Manufacturer website printouts attached.

The Cited Registrant's blender is, on the other hand, sold online and in retail stores such as Wal-Mart and Ace Hardware, to the general consuming public for use in their home kitchens. See attached website printouts. Moreover, "electric food blenders," (even those sold for commercial use) generally speaking, are sold through similar channels.

Consumers, while they could view Applicant's product on-line, could not purchase Applicant's industrial slicer from any website, nor could a consumer walk into a store to purchase Applicant's good. Meat-packaging companies and food product manufacturers, who typically purchase Applicant's industrial slicer, do so only after one-on-one negotiations of contracts with a representative from Applicant's dedicated sales force. After purchase, Applicant installs its massively sized product in the purchaser's plant. See Affidavit of Brian Sandberg. This is an involved process, typically requiring 2 full days to complete. See *Id.* As part of the purchase price, Applicant also typically provides 5 days worth of on-site operator and maintenance training to the purchaser's employees. See *Id.*

As stated above, "if the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely." TMEP § 1207.01(a)(i). Here, it is clear that the established, likely to continue trade channels employed by Applicant and the Cited Registrant are inherently distinguishable, and thus no confusion could be deemed likely.

#### **The Conditions Under Which, and Buyers to Whom Sales are Made are Significantly Distinct**

Also worthy of consideration in determining whether there exists a likelihood of confusion between two marks, is "the conditions under which and buyers to whom sales are made, i.e., 'impulse' v. careful, sophisticated purchasing." *DuPont*, 376 F.2d at 1361. "If likelihood of confusion exists, it must be based on the confusion of some relevant person; i.e., a consumer or purchaser." *Astra Pharm.*, 718 F.2d at 1206.

The buyers of Applicant's goods are associated with the commercial food industry. The slicers are purchased directly from Applicant and cost in excess of \$500,000. The Cited Registrant's blender on the other hand is a kitchen countertop appliance, sold over the internet and in various retail locations such as Wal-Mart and Ace Hardware. See attached printouts from Wal-Mart and Ace Hardware's websites depicting Cited Registrant's blender. The Cited Registrant's blender is sold for under \$100. See Wal-Mart Printout showing the blender for sale for \$44.44.

The Examining Attorney, in finding confusion, attaches to the Office Action internet printouts showing blenders and food slicers sold together. Notably, however, there is no evidence of any company selling a small kitchen appliance also selling industrial sized slicers for commercial use. Each slicer and blender depicted in the Examining Attorney's attachments shows a countertop sized kitchen appliance.

No large industrial electric food machines for commercial use are depicted. The slicers cited by the Examining Attorney are all compact machines “ideal for convenience operations, chain restaurants, supermarkets, deli and independent food retail operations serving sandwiches, salads and other products.” See Examining Attorney’s Attachment #69 – 72. The most expensive slicer cited by the Examining Attorney costs just \$5,490.00 and is designed for “foodservice and food retail demands” – Not for industrial plants. See Examining Attorney’s Attachment #75. Even the commercial blenders cited within the Examining Attorney’s evidence retail for a couple hundred dollars, with the most expensive costing \$1,049. See Examining Attorney’s Attachment #68. These figures are, however, drastically lower than the \$500,000 price tag for Applicant’s industrial slicer.

Further research into online sources reveals that even the most expensive “electric blenders” and “electric food processing machines, machines for slicing food” that could be located cost between \$1,000 to less than \$10,000. See shopping.com, google.com and selectappliance.com website printouts for pricing of electric blenders and meat/cheese slicers. Again, these prices are orders of magnitude less expensive than a \$500,000 industrial slicer for a meat-packing plant. Applicant’s product, by nature, is only of use to the food-packing and processing industry. Neither consumers nor grocery stores will need to buy a \$500,000 machine. Similarly, a countertop sized, \$1,000 slicer is not going to be purchased by companies such as Plumrose USA or Kraft Foods, Inc. for their food packing plants. See Affidavit of Brian Sandberg. These companies instead require large industrial slicers with commercial capacity, like Applicant’s POWERMAX slicer. See *Id.*

As a result of the tremendous size, price and usage disparities, consumers would not believe that the goods at issue originate from the same source. Moreover, there is no evidence that registrant would suffer any adverse commercial impact from Applicant’s use of the POWERMAX mark, as the consumers of Cited Registrant’s product are unlikely to ever encounter Applicant’s product which is marketed to the commercial packaging and processing industries.

### CONCLUSION

Based on the foregoing, Applicant respectfully requests that the Examining Attorney’s refusal to register Applicant’s mark be withdrawn and Applicant’s mark be passed to publication.

### EVIDENCE SECTION

EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_001/evi_67981072-140439357_._acehardware.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_001/evi_67981072-140439357_._acehardware.pdf</a>
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0002.JPG
	\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0003.JPG
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_002/evi_67981072-140439357_._Affidavit_of_Brian_Sandberg.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_002/evi_67981072-140439357_._Affidavit_of_Brian_Sandberg.pdf</a>
CONVERTED PDF FILE(S)	\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1

(1 page)	<u>\RFR0004.JPG</u>
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_003/evi_67981072-140439357_._consumerreports.org.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_003/evi_67981072-140439357_._consumerreports.org.pdf</a>
CONVERTED PDF FILE(S) (2 pages)	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0005.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0006.JPG</u>
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_004/evi_67981072-140439357_._Food_Manufacturer.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_004/evi_67981072-140439357_._Food_Manufacturer.pdf</a>
CONVERTED PDF FILE(S) (2 pages)	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0007.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0008.JPG</u>
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_005/evi_67981072-140439357_._meatinfo.co.uk_A_more-precise-slice.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_005/evi_67981072-140439357_._meatinfo.co.uk_A_more-precise-slice.pdf</a>
CONVERTED PDF FILE(S) (5 pages)	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0009.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0010.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0011.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0012.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0013.JPG</u>
ORIGINAL PDF FILE	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_006/evi_67981072-140439357_._meatpoultry.com_-_just_the_right_slice.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_006/evi_67981072-140439357_._meatpoultry.com_-_just_the_right_slice.pdf</a>
CONVERTED PDF FILE(S) (3 pages)	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0014.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0015.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0016.JPG</u>

<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_007/evi_67981072-140439357_._MeatPreparation.blogspot.com.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_007/evi_67981072-140439357_._MeatPreparation.blogspot.com.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0017.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0017.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0018.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0018.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0019.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0019.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_008/evi_67981072-140439357_._PoultryInternational__Watt_Poultry_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_008/evi_67981072-140439357_._PoultryInternational__Watt_Poultry_.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0020.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0020.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0021.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0021.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_009/evi_67981072-140439357_._Power_Max_Blender__Dorfman_Article_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_009/evi_67981072-140439357_._Power_Max_Blender__Dorfman_Article_.pdf</a>
<b>CONVERTED PDF FILE(S) (1 page)</b>	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0022.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0022.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_010/evi_67981072-140439357_._selectappliance.com__meat_slicer_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_010/evi_67981072-140439357_._selectappliance.com__meat_slicer_.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0023.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0023.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0024.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0024.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0025.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0025.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_011/evi_67981072-140439357_._Shopping.com__electric_blenders_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_011/evi_67981072-140439357_._Shopping.com__electric_blenders_.pdf</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0026.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0026.JPG</a>
	<a href="\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0027.JPG">\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0027.JPG</a>

	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0028.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0029.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0030.JPG</u>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_012/evi_67981072-140439357_._Shopping.com__meat_cheese_slicer_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_012/evi_67981072-140439357_._Shopping.com__meat_cheese_slicer_.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0031.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0032.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0033.JPG</u>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_013/evi_67981072-140439357_._Walmart.com__powermax_blender_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_013/evi_67981072-140439357_._Walmart.com__powermax_blender_.pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0034.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0035.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0036.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0037.JPG</u>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_014/evi_67981072-140439357_._Watt_Poultry_USA.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_014/evi_67981072-140439357_._Watt_Poultry_USA.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0038.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0039.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1\RFR0040.JPG</u>
<b>ORIGINAL PDF FILE</b>	<a href="http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_015/evi_67981072-140439357_._www.google.com__electric_blenders_.pdf">http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_015/evi_67981072-140439357_._www.google.com__electric_blenders_.pdf</a>

<b>CONVERTED PDF FILE(S) (2 pages)</b>	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1 \RFR0041.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1 \RFR0042.JPG</u>
<b>ORIGINAL PDF FILE</b>	http://tgate/PDF/RFR/2009/02/17/20090217142637220370- 77298497-016_016/evi_67981072- 140439357_www.google.com_slicer_.pdf
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1 \RFR0043.JPG</u>
	<u>\\TICRS\EXPORT6\IMAGEOUT6\772\984\77298497\xml1 \RFR0044.JPG</u>
<b>DESCRIPTION OF EVIDENCE FILE</b>	acehardware.com; Affidavit of Brian Sandberg; consumerreports.org.pdf; Food Manufacturer.pdf; meatinfo.co.uk A more-precise-slice.pdf; meatpoultry.com - just the right slice.pdf; Poultry International (Watt Poultry).pdf; Power Max Blender (Dorfman Article).pdf; selectappliance.com (meat slicer).pdf; Shopping.com (electric blenders).pdf; Shopping.com (meat_chese slicer).pdf; Walmart.com (powermax blender).pdf; Watt Poultry USA.pdf; www.google.com (electric+blenders).pdf; www.google.com (slicer).pdf;
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Christine Obrochta/
<b>SIGNATORY'S NAME</b>	Christine Obrochta
<b>SIGNATORY'S POSITION</b>	Other appointed attorney of record, Illinois bar member
<b>DATE SIGNED</b>	02/17/2009
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Tue Feb 17 14:26:37 EST 2009
<b>TEAS STAMP</b>	USPTO/RFR-67.98.107.2-200 90217142637220370-7729849 7-4405b7adfed80978d484cf7 8e8eb3947af7-N/A-N/A-2009 0217140439357847

PTO Form 1930 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 4/30/2009)

## Request for Reconsideration after Final Action

### To the Commissioner for Trademarks:

Application serial no. 77298497 has been amended as follows:

#### ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

We are writing in response to the Final Office Action dated August 24, 2008 (the "Office Action"), which the attorney for Formax, Inc. ("Applicant") has carefully considered.

#### LIKELIHOOD OF CONFUSION ANALYSIS

The Examining Attorney has refused registration of Applicant's mark POWERMAX ("Applicant's Mark") as applied to "industrial electric food processing machines, namely, machines for slicing food products for packing and packaging in commercial quantities, and parts therefore." The Examining Attorney's refusal is based on the prior registration of the mark POWERMAX for use on electric food blenders. See Registration No. 2817553 (the "Cited Registration").

Applicant respectfully disagrees with the Examining Attorney's refusal, and submits that the goods upon which Applicant and the Cited Registration use the POWERMAX mark are sufficiently distinguishable so as to not cause a likelihood of confusion. Further, the established, likely-to-continue trade channels are greatly different and the conditions under which and buyers to whom sales are made are significantly distinct. There is no likelihood that consumers of Applicant's goods are likely to encounter Cited Registrant's goods, and vice versa. Applicant provides large, industrial machines for slicing food in commercial quantities, whereas the Cited Registration is used on food blenders commonly placed in the average residential kitchen. Applicant's machines are not marketed to the average kitchen appliance consumer, but are instead directed to the commercial food processing industry.

Applicant respectfully requests that the Examining Attorney consider the facts and analysis provided below with respect to the relevant evidentiary factors listed in *In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357, 1360 (1973) and cited in the Trademark Manual of Examining Procedures 2d (hereinafter "TMEP") §1207.01 in determining whether any likelihood of confusion exists between Applicant's Mark and the Cited Registration. Applicant further urges the Examining Attorney to afford proper weight to the tremendous differences that exist between Applicant and Cited Registrant's goods, and the resultant fact that consumers are unlikely to be confused.

#### The Goods Provided and the Established Likely-to-Continue Trade Channels Are Dissimilar

The Examining Attorney correctly notes that "a likelihood of confusion determination in this case involves a two-part analysis. The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§ 1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels." See *Herbko Int'l Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 U.S.P.Q.2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 U.S.P.Q.2d 1557, 1559 (Fed. Cir. 2001); TMEP §§ 1207.01, 1207.01(a)(vi).

While the marks at issue are the same, they are applied to entirely different goods and are distributed through different trade channels and thus, no likelihood of confusion exists. "If the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely. *See, e.g., Shen Mfg Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 U.S.P.Q.2d 1350 (Fed. Cir. 2004) (cooking classes and kitchen textiles not related); *Local Trademarks, Inc. v. Handy Boys Inc.*, 16 U.S.P.Q.2d 1156 (TTAB 1990) (LITTLE PLUMBER for liquid drain opener held not confusingly similar to LITTLE PLUMBER and design for advertising services, namely the formulation and preparation of advertising copy and literature in the plumbing field); *Quartz Radiation Corp. v. Comm/Scope Co.*, 1 U.S.P.Q.2d 1668 (TTAB 1986) (QR for coaxial cable held not confusingly similar to QR for various products (e.g., lamps, tubes) related to the photocopying field) and TMEP § 1207.01(a)(i).

Moreover, "[g]oods may fall under the same general product category but operate in distinct niches. When two products are part of distinct sectors of a broad product category, they can be sufficiently unrelated that consumers are not likely to assume the products originate from the same mark." *Checkpoint Sys., Inc. v. Check Point Software Techs., Inc.*, 269 F.3d 270, 288, 60 U.S.P.Q.2d 1609 (3d Cir. 2001); *See also Davis v. Walt Disney Co.*, 430 F.3d 901, 904, 77 U.S.P.Q.2d 1309 (8th Cir. 2005) (finding unrelated "a movie designed for children's entertainment that airs on a national children's network" and "an infrequently broadcast cable-access environmental advocacy television program"); *Astra Pharm. Prods., Inc. v. Beckman Instruments, Inc.*, 718 F.2d 1201, 1206, 220 U.S.P.Q. 786 (1st Cir. 1983) ("The most favorable inference that may be drawn from the evidence regarding the similarity of goods is that both parties' products (blood analyzer machine and pharmaceutical drugs) are used in the medical or health care field. However, such a broad inference is not sufficient to demonstrate that a genuine issue exists concerning likelihood of confusion as to the source of the products involved in the present suit."); *Bell v. Streetwise Records, Ltd.*, 761 F.2d 67, 226 U.S.P.Q. 745 (1st Cir. 1985) (live entertainment unrelated to phonorecord market).

The Examining Attorney's refusal was based upon her finding that the marks are identical and that the goods are closely related. However, as the guidance above provides, identical marks may be registered and confusion deemed unlikely where the goods to which they are applied are not marketed in such a way that they would be encountered by the same persons and one would not believe that the products originate from the same source. Applicant respectfully asserts that the goods offered are not closely related, but are rather entirely distinguishable and marketed to trade channels so distinct so as not to cause a likelihood of confusion.

a. The Goods Offered Are Distinguishable

Applicant's application seeks to use the mark POWERMAX in connection with "industrial electric food processing machines, namely, machines for slicing food products for packing and packaging in commercial quantities, and parts therefor." The Cited Registration on the other hand, is for "[e]lectric food blenders."

Applicant's industrial slicer is a large, high-powered machine measuring approximately 74.87 inches by 115.55 inches by 177.72 inches, weighing roughly 10,240 lbs, and featuring a slicing throat measuring 8 inches by 18.5 inches. *See* Affidavit of Brian Sandberg. The slicer has a conveyor belt through which sliced food products move, has a blade speed of up to 1500 rpm and is operated by a touch screen.

Applicant's slicer is a complex machine "which combines a large slicing throat with up to four independent product drives" and features a "revolutionary Safety Laser Scanning System." *See* attached printout from meatpoultry.com entitled *Just the right slice*. Applicant's slicer "is designed to slice high

volumes of meat” and has “the largest slicing throat in the industry.” See attached meatinfo.co.uk printout entitled *A More Precise Slice*. Applicant’s industrial slicer can slice up to 3.6 tons of meat products per hour and up to 120 stacks of sliced meat per minute. See Affidavit of Brian Sandberg.

Each slicer sold is transported to the purchaser’s meat packing or food product manufacturing plant by truck, unloaded with a forklift and then placed into position. See *Id.* The machine is then leveled to ensure proper operation and connected to the plant’s utilities. See *Id.* This process includes hardwiring the machine to the plant electrical services, as well as, making the proper connections to the plant’s water and air. See *Id.* This is an involved process, typically requiring 2 full days to complete. See *Id.* Moreover, as part of the purchase price, Applicant, because of the complexity of the machine, typically provides 5 days worth of on-site operator and maintenance training to the purchaser’s employees. See *Id.*

This slicer is, as Applicant's application makes clear, an “*industrial*” machine for “packing and packaging in *commercial* quantities.” Notably, the meatpoultry.com website (“the business journal for meat and poultry processors”) and the meatinfo.co.uk website (“the online meat trades journal”) which both discuss Applicant’s product, are directed to the commercial meat and poultry industries, and not to the general consuming public. See also attached article entitled *Formax, Inc.: Yield-enhancing slicing system* which is found at *MeatPreparation.blogspot.com* the self-declared “*Community for Meat Processors & Machinery and Equipment Manufacturers.*”

More importantly, Applicant’s slicer is in no way a blender. A blender is fundamentally different product than a slicer. While both items have something to do generally with food, the similarities end there. The two items perform entirely different functions and serve wholly distinct purposes. A blender is a kitchen appliance used to mix ingredients or puree food. See attached Wal-Mart webpage offering Registrant’s blender which can be used for “blending, pureeing, mixing, emulsifying and crushing.” A food slicer is, on the other hand, an electric machine used to slice various large food products, mostly meat products. See Applicant’s Application describing its products as a “machine[ ] for slicing food products.” While countertop sized kitchen/deli slicers do exist, Applicant’s product varies greatly from such compact-kitchen sized machines. As explained above, Applicant’s slicer is enormous; It weighs over 10,000 lbs and is so big in fact that it must be moved into a purchaser’s plant by a forklift See Affidavit of Brian Sandberg.

The Cited Registration is, unlike Applicant’s, a countertop-sized kitchen appliance. It is the prototypical “electric food blender.” Google searches conducted for “electric blenders” yield results depicting countertop kitchen products virtually identical to Cited Registrant’s product. None of these products, falling within the description of “electric blenders,” are even remotely similar to Applicant’s industrial slicer. These “electric blenders” are used in residential kitchens for making such items as fruit purees, shakes and sorbets. See attached Wal-Mart website print-out and Dorfman article entitled *The Power Max Blender* which states that “The Braun Power Max Blender is a very handsome addition to any *kitchen counter.*” Moreover, the Cited Registrant’s blender, like other “electric food blenders,” is classified by Consumer Reports as a “small” “kitchen appliance,” and by Wal-Mart as a “kitchen appliance” “for the home.” See attached consumerreports.org and Wal-Mart website printouts. These blenders are for household use – they are in no way industrial machines, and they do not process commercial quantities of food. Notably, a comment provided on the ConsumerReports.org website by a dissatisfied customer of the Cited Registrant’s non-commercial product states that: “I’m just going to look for a smoothie shop going [bankrupt] and buy one of their commercial units.” See attached consumerreports.org website printout. This comment reveals that Cited Registrant’s product, like all other “electric food blenders,” is not an industrial sized or quality machine for use outside the home.

The Examining Attorney, to support her finding of confusion, provided evidence of meat slicers being sold on the same websites and in the same stores as blenders. Notably, however, the meat slicers depicted in the Examining Attorney’s evidence are vastly different from Applicant’s product. The slicers

depicted are countertop slicers, costing between a mere few hundred dollars to a few thousand dollars. These slicers are fundamentally different than the industrial slicer sold by Applicant, which is bigger in size than some pianos and costs approximately \$500,000. The Examining Attorney has made an argument that a blender is a related good to a slicer used in a grocery deli. The Examining Attorney has, however, failed to cite any evidence that either a blender or a countertop meat slicer is related to an industrial slicer used in a meat-packing plant. In fact, some of the more expensive slicers depicted in the Examining Attorney's evidence, selling for \$969.00 - \$5,490.00, are merely countertop sized slicers "ideal for convenience operations, chain restaurants, supermarkets, deli and independent food retail operations serving sandwiches, salads and other products." See Examining Attorney's Attachments #69 - 72. It is absolutely clear that these slicers are not industrial machines for use in large, commercial processing plants.

Similarly, the registrations cited by the Examining Attorney as support for the proposition that the goods are related, identify a wide range of household products. For example, the HOBART registration (Serial No. 73048069) covers "electrically operated food preparation machines" and household appliances such as mixers, peelers, choppers and dicers. Neither this registration, nor the other registrations cited by the Examining Attorney, however, cover both electric food blenders for household use and industrial slicers for use by meat-packaging companies and food product manufacturers to slice and package high volumes of food. Applicant's industrial slicer and Cited Registration's household blender are entirely distinct goods and of such different quality and capacity. They can in no way be described as related.

Plainly, an electric food blender is not an industrial food slicer. As stated above, the only similarity is the fact that both are used in connection with food. This is not, however, enough to lead to any finding of confusion. Applicant is not narrowing the scope of its description nor that of the Cited Registrant. An "electric food blender" in no way encompasses Applicant's POWERMAX slicer, by any stretch of the imagination.

b. The Established, Likely-to-Continue Trade Channels Are Distinguishable

Also relevant in a likelihood of confusion determination is "similarity or dissimilarity of established, likely-to-continue trade channels." *In re E.I. DuPont de Nemours & Co.*, 476 F.2d 1357, 1361 (1973). "This factor asks where and how the parties' goods or services are sold." 5-5 Gilson on Trademarks § 5.06. The "channels of trade" factor is most potent when the parties sell their goods in very different outlets, a finding that typically tilts the balance against a finding of likely confusion. *Id.* "Use in the same broad field is not sufficient to demonstrate that a genuine issue exists concerning likelihood of confusion." *Elec. Design & Sales, Inc. v. Elec. Data Sys. Corp.*, 21 U.S.P.Q.2d 1388, 1391 (Fed. Cir. 1998). As indicated in TMEP § 1207.01(a)(i), "if the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely."

Here, Applicant's industrial slicer is sold through a dedicated sales force in the United States to meat-packing companies and food product manufacturers and their suppliers and subcontractors. For example, Applicant's slicer is discussed on the website entitled "*Meat Preparation-- The Community for Meat Processors & Machinery and Equipment Manufacturers.*" See [meatpreparation.blogspot.com](http://meatpreparation.blogspot.com) website printout attached. This website is directly targeted to those in the meat processing industry - and not to the everyday kitchen appliance user. This website is self-declared as "an on-line information service for red meat and poultry processors world wide." See *Id.* Applicant's slicer is further detailed in the Watt Poultry USA magazine which describes itself as "Covering the Integrated Poultry Industry," as well as, on the Food Manufacturer website ("the Informational Resource for Food and Drink Processing"). See Watt Poultry USA and Food Manufacturer website printouts attached.

The Cited Registrant's blender is, on the other hand, sold online and in retail stores such as Wal-Mart and Ace Hardware, to the general consuming public for use in their home kitchens. *See* attached website printouts. Moreover, "electric food blenders," (even those sold for commercial use) generally speaking, are sold through similar channels.

Consumers, while they could view Applicant's product on-line, could not purchase Applicant's industrial slicer from any website, nor could a consumer walk into a store to purchase Applicant's good. Meat-packaging companies and food product manufacturers, who typically purchase Applicant's industrial slicer, do so only after one-on-one negotiations of contracts with a representative from Applicant's dedicated sales force. After purchase, Applicant installs its massively sized product in the purchaser's plant. *See* Affidavit of Brian Sandberg. This is an involved process, typically requiring 2 full days to complete. *See Id.* As part of the purchase price, Applicant also typically provides 5 days worth of on-site operator and maintenance training to the purchaser's employees. *See Id.*

As stated above, "if the goods or services in question are not related or marketed in such a way that they would be encountered by the same persons in situations that would create the incorrect assumption that they originate from the same source, then, even if the marks are identical, confusion is not likely." TMEP § 1207.01(a)(i). Here, it is clear that the established, likely to continue trade channels employed by Applicant and the Cited Registrant are inherently distinguishable, and thus no confusion could be deemed likely.

#### **The Conditions Under Which, and Buyers to Whom Sales are Made are Significantly Distinct**

Also worthy of consideration in determining whether there exists a likelihood of confusion between two marks, is "the conditions under which and buyers to whom sales are made, i.e., 'impulse' v. careful, sophisticated purchasing." *DuPont*, 376 F.2d at 1361. "If likelihood of confusion exists, it must be based on the confusion of some relevant person; i.e., a consumer or purchaser." *Astra Pharm.*, 718 F.2d at 1206.

The buyers of Applicant's goods are associated with the commercial food industry. The slicers are purchased directly from Applicant and cost in excess of \$500,000. The Cited Registrant's blender on the other hand is a kitchen countertop appliance, sold over the internet and in various retail locations such as Wal-Mart and Ace Hardware. *See* attached printouts from Wal-Mart and Ace Hardware's websites depicting Cited Registrant's blender. The Cited Registrant's blender is sold for under \$100. *See* Wal-Mart Printout showing the blender for sale for \$44.44.

The Examining Attorney, in finding confusion, attaches to the Office Action internet printouts showing blenders and food slicers sold together. Notably, however, there is no evidence of any company selling a small kitchen appliance also selling industrial sized slicers for commercial use. Each slicer and blender depicted in the Examining Attorney's attachments shows a countertop sized kitchen appliance. No large industrial electric food machines for commercial use are depicted. The slicers cited by the Examining Attorney are all compact machines "ideal for convenience operations, chain restaurants, supermarkets, deli and independent food retail operations serving sandwiches, salads and other products." *See* Examining Attorney's Attachment #69 – 72. The most expensive slicer cited by the Examining Attorney costs just \$5,490.00 and is designed for "foodservice and food retail demands" – Not for industrial plants. *See* Examining Attorney's Attachment #75. Even the commercial blenders cited within the Examining Attorney's evidence retail for a couple hundred dollars, with the most expensive costing \$1,049. *See* Examining Attorney's Attachment #68 These figures are, however, drastically lower than the \$500,000 price tag for Applicant's industrial slicer.

Further research into online sources reveals that even the most expensive "electric blenders" and "electric

food processing machines, machines for slicing food" that could be located cost between \$1,000 to less than \$10,000. *See* shopping.com, google.com and selectappliance.com website printouts for pricing of electric blenders and meat/cheese slicers. Again, these prices are orders of magnitude less expensive than a \$500,000 industrial slicer for a meat-packing plant. Applicant's product, by nature, is only of use to the food-packing and processing industry. Neither consumers nor grocery stores will need to by a \$500,000 machine. Similarly, a countertop sized, \$1,000 slicer is not going to be purchased by companies such as Plumrose USA or Kraft Foods, Inc. for their food packing plants. *See* Affidavit of Brian Sandberg. These companies instead require large industrial slicers with commercial capacity, like Applicant's POWERMAX slicer. *See Id.*

As a result of the tremendous size, price and usage disparities, consumers would not believe that the goods at issue originate from the same source. Moreover, there is no evidence that registrant would suffer any adverse commercial impact from Applicant's use of the POWERMAX mark, as the consumers of Cited Registrant's product are unlikely to ever encounter Applicant's product which is marketed to the commercial packaging and processing industries.

### CONCLUSION

Based on the foregoing, Applicant respectfully requests that the Examining Attorney's refusal to register Applicant's mark be withdrawn and Applicant's mark be passed to publication.

### EVIDENCE

Evidence in the nature of acehardware.com; Affidavit of Brian Sandberg; consumerreports.org.pdf; Food Manufacturer.pdf; meatinfo.co.uk A more-precise-slice.pdf; meatpoultry.com - just the right slice.pdf; Poultry International (Watt Poultry).pdf; Power Max Blender (Dorfman Article).pdf; selectappliance.com (meat slicer).pdf; Shopping.com (electric blenders).pdf; Shopping.com (meat\_chese slicer).pdf; Walmart.com (powermax blender).pdf; Watt Poultry USA.pdf; www.google.com (electric+blenders).pdf; www.google.com (slicer).pdf; has been attached.

#### **Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_001/evi\\_67981072-140439357\\_.acehardware.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_001/evi_67981072-140439357_.acehardware.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

#### **Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_002/evi\\_67981072-140439357\\_.Affidavit\\_of\\_Brian\\_Sandberg.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_002/evi_67981072-140439357_.Affidavit_of_Brian_Sandberg.pdf)

**Converted PDF file(s) (1 page)**

Evidence-1

#### **Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_003/evi\\_67981072-140439357\\_.consumerreports.org.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_003/evi_67981072-140439357_.consumerreports.org.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

#### **Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_004/evi\\_67981072-140439357\\_.Food\\_Manufacturer.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_004/evi_67981072-140439357_.Food_Manufacturer.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_005/evi\\_67981072-140439357\\_.meatinfo.co.uk\\_\\_A\\_more-precise-slice.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_005/evi_67981072-140439357_.meatinfo.co.uk__A_more-precise-slice.pdf)

**Converted PDF file(s) (5 pages)**

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_006/evi\\_67981072-140439357\\_.meatpoultry.com\\_-\\_just\\_the\\_right\\_slice.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_006/evi_67981072-140439357_.meatpoultry.com_-_just_the_right_slice.pdf)

**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_007/evi\\_67981072-140439357\\_.MeatPreparation.blogspot.com.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_007/evi_67981072-140439357_.MeatPreparation.blogspot.com.pdf)

**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_008/evi\\_67981072-140439357\\_.PoultryInternational\\_\\_Watt\\_Poultry\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_008/evi_67981072-140439357_.PoultryInternational__Watt_Poultry_.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_009/evi\\_67981072-140439357\\_.Power\\_Max\\_Blender\\_\\_Dorfman\\_Article\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_009/evi_67981072-140439357_.Power_Max_Blender__Dorfman_Article_.pdf)

**Converted PDF file(s) (1 page)**

Evidence-1

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_010/evi\\_67981072-140439357\\_.selectappliance.com\\_\\_meat\\_slicer\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_010/evi_67981072-140439357_.selectappliance.com__meat_slicer_.pdf)

**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_011/evi\\_67981072-140439357\\_.Shopping.com\\_\\_electric\\_blenders\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_011/evi_67981072-140439357_.Shopping.com__electric_blenders_.pdf)

**Converted PDF file(s) (5 pages)**

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_012/evi\\_67981072-140439357\\_.Shopping.com\\_\\_meat\\_cheese\\_slicer\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_012/evi_67981072-140439357_.Shopping.com__meat_cheese_slicer_.pdf)

**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_013/evi\\_67981072-140439357\\_.Walmart.com\\_\\_powermax\\_blender\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_013/evi_67981072-140439357_.Walmart.com__powermax_blender_.pdf)

**Converted PDF file(s) (4 pages)**

Evidence-1

Evidence-2

Evidence-3

Evidence-4

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_014/evi\\_67981072-140439357\\_.Watt\\_Poultry\\_USA.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_014/evi_67981072-140439357_.Watt_Poultry_USA.pdf)

**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_015/evi\\_67981072-140439357\\_.www.google.com\\_\\_electric\\_blenders\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_015/evi_67981072-140439357_.www.google.com__electric_blenders_.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

**Original PDF file:**

[http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016\\_016/evi\\_67981072-140439357\\_.www.google.com\\_\\_slicer\\_.pdf](http://tgate/PDF/RFR/2009/02/17/20090217142637220370-77298497-016_016/evi_67981072-140439357_.www.google.com__slicer_.pdf)

**Converted PDF file(s) (2 pages)**

Evidence-1

Evidence-2

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /Christine Obrochta/ Date: 02/17/2009

Signatory's Name: Christine Obrochta

Signatory's Position: Other appointed attorney of record, Illinois bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing

him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77298497

Internet Transmission Date: Tue Feb 17 14:26:37 EST 2009

TEAS Stamp: USPTO/RFR-67.98.107.2-200902171426372203

70-77298497-4405b7adfed80978d484cf78e8eb

3947af7-N/A-N/A-20090217140439357847

Home » 6094825

My Account | Cart Contents | Checkout

**Quick Find**

Search

Advanced Search

**Specials** ⇄



24 Units Of PLASTIC CANDY CANE 30" high

Retail Price: \$86.09

**Ace Hardware Superstore Special**

**\$72.48**

**Plus An Additional 10% Off At Checkout!**

While Supplies Last.

Click For All Specials

- Category**
- Appliance
  - Automotive
  - Building
  - Cleaning
  - Electrical
  - Fastener
  - Hardware

"BRAUN" POWER MAX JUG BLENDER 58 oz. capacity



Hover over image to enlarge

"BRAUN" POWER MAX JUG

**OUT OF STOCK**

**Please Click Here For Replacement(s)**

Model: 6094825  
 Manf#: MX2050  
 UPC#: 069055816899  
 Manf: BRAUN/ORAL-B DIV.  
 Quantity: 1 Per Unit

Retail Price: \$72.59  
 Regular Price: \$65.99  
 Checkout Price: \$59.39

**Description:**

- "BRAUN" POWER MAX JUG BLENDER
- 58 oz. capacity
- 525 watts
- 5 speeds & pulse
- Triangular lid design allows pouring from 3 different positions
- Combination stopper/measuring cap
- Safety feature to prevent motor from operating if jug is not properly placed
- Clean function allows jug to



**Shopping Cart** ⇄  
0 items

**Information**

Toll Free:  
1 (888) 230-2323

E-Mail: [Click Here](#)

---

Site Map

---

About Us

---

Shipping & Returns

---

Privacy Notice

---

Conditions of Use

---

Contact Us

**Partner Program**

Earn Money!



Partner With Us!

[Click To Learn More!](#)

**Resources**

- Heating And Cooling
- Houseware
- Lawn And Garden
- Lighting
- Office
- Outdoor
- Outdoor Equipment
- Paint
- Plumbing
- Seasonal
- Sporting
- Tool

- be cleaned without
- disassembly
- White
- Boxed

**OUT OF STOCK**  
**Please Contact Customer Service For Availability**  
**support@acehardwaresuperstore.com**  
-or-  
**Toll Free: 1(888)230-2323**

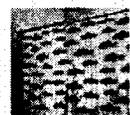
**Christmas Lighting**  
Find Top-Rated Electrical Pros.  
Get Free Holiday Lighting Bids Now!  
[www.ServiceMagic.com](http://www.ServiceMagic.com)

**Buy LED Holiday Lights**  
LED holiday lights use 75% less electricity than conventional lights  
[www.EnergyFederation.com](http://www.EnergyFederation.com)

**Pro Grade C9 & C7 Bulbs**  
Huge Stock on Bulbs and Stringers Low Prices In-Stock Fast Shipping  
[NoveltyLights.com](http://NoveltyLights.com)

**Christmas Lights Sale**  
Huge Christmas Lights Sale! Save up to 70% Today.  
[www.christmaslightsetc.com](http://www.christmaslightsetc.com)

**New Products**



INTERDESIGN  
GOLDFISH DESIGN  
SHOWER CURTAIN

**Reviews** ⇄



Write a review on this product!

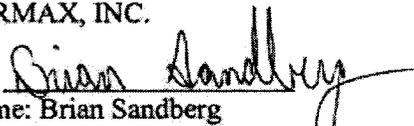
**ChromeBolt.com**  
**Brilliant Chrome Bolts and Fasteners**

### AFFIDAVIT OF BRIAN SANDBERG

Brian Sandberg, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1000 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this application or any registration resulting therefore, declares that the statements set forth in this affidavit are true, and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

1. The undersigned is the Business Development Manager of Formax, Inc. ("Applicant") and is authorized to execute this instrument on behalf of Applicant. In such capacity, the undersigned is knowledgeable concerning matters of Applicant's business.
2. Each industrial POWERMAX slicer sold by Applicant is transported to the purchaser's meat packing or food product manufacturing plant by truck, unloaded with a forklift and then placed into position. The machine is then leveled to ensure proper operation and connected to the plant's utilities. This process includes hardwiring the machine to the plant electrical services, as well as, making the proper connections to the plant's water and air. This installation is an involved process, typically requiring 2 full days to complete.
3. Once Applicant installs its POWERMAX industrial slicer in a customer's facility, Applicant, as part of the purchase price, typically provides 5 days worth of on-site operator and maintenance training to the purchaser's employees.
4. The POWERMAX industrial slicer measures approximately 74.87 inches by 115.55 inches by 177.72 inches, weighs roughly 10,240 lbs, and features a slicing throat measuring 8 inches by 18.5 inches.
5. Applicant's POWERMAX industrial slicer can slice up to 3.6 tons of meat products per hour and up to 120 stacks of sliced meat per minute.
6. Applicant typically sells its POWERMAX industrial slicer to meat-packaging companies and food product manufacturers and their suppliers and subcontractors. Applicant does not sell its POWERMAX industrial slicer to the average consumer, grocery stores or retail establishments.
7. Companies such as Plumrose USA and Kraft Foods, Inc. have purchased Applicant's industrial capacity POWERMAX slicer. To the knowledge of the undersigned, these customers would have no use for a countertop sized, non-industrial slicer for packing and packaging commercial quantities of food products.

FORMAX, INC.

By:   
Name: Brian Sandberg  
Title: Business Development Manager  
Date: February 7, 2009

[Customer Service](#)   [My Account](#)   [Donate](#)   [Our Web Sites](#)

[News](#)   [Blogs](#)   [Forums](#)

Expert • Independent • Nonprofit

# ConsumerReports.org

[Cars](#)   [Appliances](#)   [Electronics](#)   [Home & Garden](#)   [Babies & Kids](#)   [Money](#)   [Food](#)   [Health](#)

- Forum Categories**
- [Forums home](#)
  - [Cars](#)
  - [Appliances](#)
  - [Electronics & computers](#)
  - [Home & garden](#)
  - [Babies & kids](#)
  - [Consumer issues](#)
  - [Personal Finance](#)

- Member Center**
- [About Forums](#)
  - [My preferences](#)
  - [My favorite forums](#)
  - [Add to favorites](#)
  - [E-mail moderator](#)

- Related Information**
- [Appliance stores](#)
  - [Cooktops and wall ovens](#)
  - [Dishwasher page](#)
  - [Processors and choppers](#)

## Kitchen appliances

Forums home > Appliances > Small appliances > Small appliances forum > Braun PowerMax 2050, a CR Best Buy?

Search messages

[Advanced Search](#)



### Small appliances

Coffee and espresso makers, toasters and toaster ovens, blenders, food processors--kitchens are filled with the these important role players. Talk about yours or find out details on a model you might be considering.

## View Search Results

[Back To Discussion List](#)

[Search Results](#)

Small appliances forum : Braun PowerMax 2050, a CR Best Buy?

**From:** 13.1  
**To:**

CR sure gives this unit their support, despite lots of flak from other reviewers. See Epinions:

[http://www0.epinions.com/hmgd-Small\\_Appliances-All-Braun\\_PowerMax\\_Jug\\_Blender\\_MX2050/display\\_-reviews](http://www0.epinions.com/hmgd-Small_Appliances-All-Braun_PowerMax_Jug_Blender_MX2050/display_-reviews)

So, what I'd like to know is, are there satisfied buyers who agree with CR's high opinion of the Braun MX2050 Power max blender? Should I risk \$50 on this unit after such mixed reviews?

Or, should I keep trying to find the even higher rated Oster Counterforms BVLB07-L, nosier but metal drive gears, and listing for \$80 instead of Braun's \$50 (I found the Braun easily for 20% less and imagine discounters probably sell the Oster for less than list also - if I can find one.

My initial attempts to find the Oster have had no success.

Jim

[Reply](#)

**From:** 13.2 in reply to 13.1  
**To:**

Did you ever find it? I am looking too.

Thanks

[Reply](#)

**From:** 13.3 in reply to 13.2  
**To:**

I'd recommend the Oster Counterforms BVLBO7-L. I'm in the process of trying to locate a retailer.

I've owned a similar Braun model and I've experienced problems with the plastic ring on the base & the plastic gear/teeth on the mixer blades attached to the glass container. The do not always connect properly and are prone to breaking, based on reports that I've seen on-line.

As a result, I will not buy a Braun blender again, until everthing is more durable (i.e. metal).

The Oster parts are all metal, based on my research.

Good Luck!

Options

Reply

**From:** 13.4 in reply to 13.3  
**To:**

Braun Power Max blender MX 2050:

Yep, I bought it because of CR recommendation, and has been said, the plastic drive teeth (on the pitcher side) break, or in my case, just wear down and no longer engage.

If the only operators in the house were competent people that made sure the blender was completely seated before being used that could be avoided. Given all the complaints, most of you out there aren't competent, or you have someone living with you or visting that isn't. Tough odds to go against. :-)

I do like the blender performance, and big glass pitcher. Better than most.

My wife likes making smoothies with lots of frozen fruits. I'm just going to look for a smoothie shop going BK and buy one of their commercial units.

Options

Reply

Tools Interest

## View Search Results

[Back To Discussion List](#)

.....

▲ Search Results ◀ ▶

- TEST LABS
- [How We Test](#)
- [Our History](#)
- [Lab Tour](#)

**ConsumerReports.org:** [Site Map](#) | [Overview](#) | [Your Privacy Rights](#) | [Subscribe](#)  
**Who We Are:** [About Us](#) | [Our Mission](#) | [Career Opportunities](#) | [Bookstore](#) | [E-mail Newsletters](#) | [RSS](#) | [Press Room](#) | [User Agreement](#) | [Donate](#)

**FREE Newsletter**  
 Sign-up for our  
 FREE updates  
 delivered by email.  
 • [Sign-up now](#)

Copyright © 2004-2009 Consumers Union of U.S., Inc. No reproduction, in whole or in part, without written permission.



- News & Features**
- Latest news
  - Packaging
  - Ingredients
  - New Product Development ▾
  - White Papers
  - Research and Development
  - Careers
  - New Appointments
  - Me and My Factory Interviews
  - Equipment & Ingredients Update ▾
  - Manufacturing and Processing ▾
  - Legal Briefs
  - Publications
  - Country Spotlight Features
  - 2008: A food odyssey
  - Related News Stories
  - Supply chain
  - Industry Web Directory
  - Round Tables

**Get FREE News E-Alerts**

Your e-mail address

**NEW  
Bagged  
Snacks  
Report  
Available**

[Download Report](#)

**FOOD**

- Previous Issues**
- 2009 ▾
  - 2008 ▾
  - 2007 ▾
  - 2006 ▾
  - 2005 ▾

**FREE 'PLM - Sustained growth and profitability' Whitepaper - download it now**

**Power slicer offers largest slicing area and four-up logs**

- Published: 29 April, 2008  
Page 56

Formax slicing equipment has got more powerful and productive than ever with the PowerMax4000 and SNS systems.

The PowerMax4000 maximizes throughput and slicing efficiency with the industry's largest slicing area and options for up to four independent product drives.

Its patented independent drive system exerts complete control over the individual product 'logs' as they are delivered to the blade, ensuring accurate weight control.

With its 205mm x 470mm slicing throat, the PowerMax4000 is the first system with the capacity to slice a four-up 100mm x 150mm product in the stand-up position.

The company's novel safety laser scanning system creates a more open, hygienic environment. It reduces the number of physical guards that need to be removed and replaced, keeping cleaning times at an absolute minimum.

The SNS slicing system delivers the highest level of accuracy for processors of back bacon, loins and other naturally shaped products.

Before the first slice is cut, the patented laser and camera system scans the three-dimensional shape of the product. A computer uses this information along with the product weight to assure accurate portion weights and equal slice thickness and maximum yield.

Contact: Formax; Tel: 0031 20 6590800

- Printer friendly version
- Email this article to a friend

Bookmark with:



[What are these?](#)

**Find Suppliers, Manufacturers and Ingredients**

**ingredientsdirectory.com** Search over 800 ingredient categories & 1000 ingredient suppliers

Enter product or brand or company name

ingredients  companies  both

**therightinfo.co.uk** I'm looking for a brand, product, company or contact

everything food manufacturing

**Meat Processing Equipment**  
Find it here - See our resources for Meat Processing Equipment  
[both-lands.com](#)

**Barbel Meat Slicer**  
Buy Direct, Free Freight, We Beat Any Price  
[www.ShortOrder.com](#)

**Meat Processing Equipment**  
Experts, advice and information. Compare.  
[mecon.com](#)

**Used Urschel**  
Genermo buys and sells used Urschel Industrial Equipment  
[www.genermo.com](#)

**Food Manufacture Jobs**

**Technical  
Legislation  
Co-ordinator**  
CPA Recruitment  
£20,000 - £35,000  
London & South East

**Operations  
Manager**  
Blue Spark  
£competitive  
Midlands & East  
England

[foodmanjobs.co.uk](#)

**FREE White Papers**

Published by Infor  
**FREE special report on  
PLM - Sustained growth  
& profitability**

**INFOR**



**Have Your Say**

Do you believe the weakening value of the pound will have a major negative impact on your business in 2009?

Yes

No

Current Results  
Past Results  
Last Results

**Events Calendar**

- 21 - 22 January, 2009  
Sustainable Sourcing & Tracing  
Agricultural Raw Materials & Ingredients
  - 22 January, 2009  
Food Manufacture Business Leaders Round Table
  - 26 - 27 January, 2009  
European Cereals Chain Logistics Education Program & Trade Show
  - 28 - 29 January, 2009  
Food Safety and dietary risk
  - 03 - 04 February, 2009  
Logistics Link South 2009
  - 03 February, 2009  
Nutrition and the Elderly
- [Click here to see all 36 events](#)

**Most read articles**

- 7 days | 14 days | 1 month
1. Vion seals the Granplan deal
  2. Industry suffers with wave of factory clo...
  3. Shoppers don't understand traffic light L...
  4. Manufacturers crumble under retailers' pr...

2004 ▾

**Related Websites**

- > Food Manufacturing Jobs
- > Food Market Reports
- > Food and Drink Events
- > Ingredients Directory
- > Bakery News
- > Meat Industry News
- > Butchers Directory
- > The Grocer - Retail News
- > Hospitality News & Jobs



**5. Dairy firm announces  
£40M UK factory**

© William Reed Business Media Ltd  
2009. All rights reserved. Registered  
Office: Broadfield Park, Crawley, RH11  
9RT.  
Tel: +44 (0) 1293 613400 Registered in  
England No. 2383992 VAT No. 644  
3073 52.

[Privacy Policy](#) | [Terms & Conditions](#)

# meat info.co.uk

The Online Meat Trades Journal

---

## A MORE PRECISE SLICE

Published: (09-11-2007)

When machinery companies talk about improving hygiene on cutting, slicing and dicing machines, they do not normally propose removing all the metal guards around the blades. Fewer surfaces mean fewer places for bacteria to grow, but severed limbs do little for a company's reputation. So until now, the biggest leaps in improving hygiene involved making the guards smooth and easy to clean.

But at last month's Worldwide Food Expo, held in Chigaco, Formax exhibited a brand new machine that looked different. Formax had removed the traditional metal guards and, what is more, was telling people the machine was safe.

"We use a laser curtain," says Brian Sandberg, director of marketing at Formax. "It's very safe. If somebody tries to stick a hand in the machine when it's running, instead of a sheet metal guard there, we detect their presence with a laser and stop the machine until their hand is back out of the way. This is technology that has been used for several years in the automotive industry and we've just adapted it to the food processing industry."

The Formax machine is called the PowerMax4000 and is designed to slice high volumes of meat. Sandberg claims it has the largest slicing throat in the industry today, measuring 205mm by 470mm.

Hygiene has become a pragmatic business essential. "Any recall that somebody might have because of some product contamination just has a huge impact on their business and a huge impact on their brand," says Sandberg. "Something they really want to protect is their brand integrity and hygienic construction and a clean machine is definitely one way to address that." >>

<< There is a consensus among the machinery companies that processors have a tough time satisfying the supermarkets. The Competition Commission has recently published the preliminary findings of a report into the grocery trade and concluded that while consumers are generally well-served by the multiples, there is concern that supermarkets have the power to transfer costs to their suppliers through various purchasing practices, such as retrospective changes to supply agreements. "They are all under pressure from the supermarkets to cut prices," says David Barber, sales manager for FAM Stumabo UK. "It is supermarket-led and someone has to pay the price for that because they don't want to put their prices up, so they go down the chain."

## FAM DRIVES INTO UK

Belgian company FAM opened its UK subsidiary earlier this year, after it bought out the agent that used to supply FAM equipment in the UK. Stumabo is the knife and blade arm of the company. General manager Nigel Route describes hygiene as "the number one trend" in processing equipment. "In the past, these machines have been notoriously difficult to clean down and maintain the hygiene, whereas FAM designed its machines purely around the hygiene aspect," he says. "There are no hidden dirt traps, the panels are easily removable and you can assemble them very easily."

Until now, FAM mainly sold equipment to vegetable processors. Barber explains: "We're still stronger in the UK on the vegetable side, but in the rest of Europe we're stronger in meat and cheese, so we're trying to push

our entry points into the meat and cheese markets."

Part of this plan will depend on the success of a new machine, which will be launched in the middle of next year. It is still under development, but the Super Mantis will process between 5t and 10t of meat per hour. "On the meat market I don't know that there's a similar machine around. Our competitor on the fruit and vegetable market has another machine that does similar throughputs but it's not so user-friendly as ours," says Barber. The Super Mantis will be a larger version of the flagship Mantis slicing machine. FAM is also going through the process of having its large cutting machine, the CMD 3D, certified by the United States Department of Agriculture (USDA). "The machine is finished, ready, done," says Barber, "and it's operating in a lot of the European market but we're going through the US now to get it certified and approved."

## TORN NOT CUT

Precise cutting is the general trend in slicing and dicing, but FAM has recently taken a trend from the Continent for chicken that looks as if it has been torn by hand, and is about to supply its first machine capable of this to a processor in the UK. Chicken cut up in this way is imported into this country, but we will soon see 'hand-pulled' chicken in British supermarkets, made in factories in the UK, according to Route and Barber.

Route says: "If you see a diced piece of meat from a machine, it has obviously sharp corners and it looks diced. The chicken industry, in particular, wants more natural pieces - almost as though someone has actually separated the chicken fillets by hand. So we've developed a new system that works on a number of our different machines across a number of different meat products and gives exactly that hand-pulled look to it. An accelerator belt moves the product down to the cutting heads, but before it hits that there are a number of serrated cams which actually start to separate the fibres."

Barber says: "The supermarkets are driving it. They want a point of difference. When you look at ready-meals and so on, they're looking to have their product more like mother made it." Neat cubes is what the industry is used to, he adds, but now the supermarkets are

saying: "We don't want it to look so uniform,. Can you do it so it looks a bit more torn? So you have to come up with a way of using the same machine, but how can you make your machine cut worse?"

Route adds: "It sort of goes against the grain really, but it's almost like deconstructing the whole technology of cutting and dicing to give the natural look."

For Malcolm Burgess, managing director of Union Food Machinery, the growth explosion of premium meat products has influenced the way machinery is now being developed. Finesse is required to create natural-looking products, he says.

Union Food Machinery is the agent representing Austrian machinery company Laska. Over the last few years, the sausage market has been transformed by demand for premium products. Manufacturers now need to process different ingredients along with meat, such as apple in pork sausages and sun-dried tomato or cheese in other varieties. He says: "The premium sausage market is growing, and this means that the more emulsified product - while there is still a market for it - is probably less important than it has been. More natural-looking, visually appealing products are what people look for these days. "There are so many different types of premium sausage being offered, which contain other components that traditionally weren't offered.

"Generally speaking, machines have had to become more versatile: they've had to treat the product in a more gentle way; there has had to be more finesse in the actual design and implementation of the cutting process."

So what has changed? Burgess says Laska machines use "two worms to transport our products that are at right angles to each other, so we get a smooth and continuous flow of product from our transport worm to our working worm. This also means we are able to get slower transfer speeds that treat the meat more gently, giving a superior finished quality product."

#### DIFFICULT CONDITIONS

Processors are facing increasingly difficult trading conditions, he says: "Our customers, the manufacturers, are facing huge increases in raw material, energy, transportation and packaging costs, so they are looking to new technology to help them stay competitive. That means faster, more flexible and being able to respond very quickly to a change in orders from their customers, as well as different types of products that may need different processing technologies."

One of the main achievements of another machinery company, Magurit, is the low temperatures at which its machines can dice frozen meat. Ray Chance, managing director of Paragon Processing Solutions, the British agent for the German machinery firm, says Magurit block reduction machines can work on meat at temperatures as low as -30°C.

"The top-of-the-range machine is probably the 501 dicing line, which will reduce a frozen block to a cube size continuously from about -16°C. If you haven't got to take blocks out, temper them, have them sitting around in corridors, handing them from machine to machine, it's better from a hygiene point of view, for traceability and from the labour point

of view."

Precise cutting is, of course, absolutely vital to this kind of machinery and developments in this area have advanced massively in recent years. Each machinery company claims to have a unique feature that puts it ahead of the competition. Chance, for example, says Magurit has pioneered "the

c-cut knife system." This is used on machines that produce very small diced meat. The machines, says Chance, can cut with a U-shaped blade, but they can fit further cross-knives on these to give a very small cut sized piece - a system he believes is unique to Magurit.

#### SELO'S CERAMIC GUIDE

Selo is another machinery company claiming to have unique features to its cutting, slicing and dicing equipment. Sales manager Malcolm Griffiths says the blades on the Selo slicer "run in a unique ceramic guide" and Selo's two dicers, the Rotary and Cube King, "produce a dice that is indistinguishable from hand-cut product".

But this does not mean that machines designed to cut squarely and accurately are not getting better. Chance says that even pet food has to be cut in perfect cubes now. Years ago, he says, meat for pet food was cut with rotary cutters. "Because they were rotary they didn't have precise square edges, they had a slight curve," he says. "I think it's just a trend in the industry where supermarket customers are becoming more choosy about what they want. Whether a cat or a dog cares whether their meat is square, I'm not sure!"

Cats and dogs may not care, but presentation is big business and the innovation of another German machinery company seems to bear this out. Weber has introduced a 'portion designer', which creates a limitless variety of presentation styles for sliced meats. If you want slices of salami overlapped to look like a snowman, then this machine can do it. Likewise, Valentine's hearts can be formed from ham and Christmas trees from chicken. Anticipated markets include party trays, sold ready-to-eat. Jim Sydenham, director of Interfood Technology, the sole distributor of Weber equipment, says: "One of the benefits of the Weber range is undoubtedly the wide variety of product presentation options it offers, including stacked, shingled, shaved and folded, with interleaving also available."

The drive towards automation continues to influence the development of new cutting, slicing and dicing technology. Weber has recently introduced new robotics, intended to help processors further automate food handling for greater hygiene and productivity. Weber's food robotics can be customised for different complex tasks, for both single and multiple slicing systems. Weber engineers have designed the system to work with all major lines of packaging equipment, using straight in-feed or with a product turned 90 degrees. Current uses include the precise placement of sliced meat portions onto sandwich breads and pizza, as well as overlapping and placement of different meats into a pack.

#### FLEXIBILITY

The demand for different styles of presentation demonstrates just how important it is for machines to be flexible. When processors buy machines now, they need to be confident

that, in years to come, the machine will be able to adapt to any new products the supermarkets require. Sandberg says this was one of the factors taken into consideration when designing the PowerMax4000. The machine comes with up to four drives, depending on requirements. "Imagine you're slicing four logs, each log has its own separate drive. If there is any variation in that product - if it's a D shape or just not a perfectly uniform cross-section product - it may vary slightly in its dimensions across the length of that product. Now, as you're driving each log to the blade, you can accommodate that for each individual log. You can change the speed and adjust how fast you're pushing it through to make sure each portion is the exact same weight. In our machine, because it has up to four individual drives, four scales and four classifiers, we actually have four different slicing systems built into one slicing machine."

This helps when it comes to adjusting to new products, says Sandberg. "Down the road, if they buy a machine with four drives and they want to run two products on it, or three, the machine can very easily adapt."

#### MARKET DIFFERENCES

As an American company with outposts in Europe, Formax is in a position to compare the two markets. Sandberg says there are differences: "In my experience, it seems that the product integrity is often a little bit better in the European market. A lot of times in the US, we add a little bit of water to the product and it's not quite the same as what you might see in Europe."

As a global company, FAM also sees differences in the worldwide market in machinery. FAM Asia opened last March in Singapore, selling into China, India and Indonesia. Asia may be associated with cut-price manufacturing, but Route says it doesn't make financial sense for processors over there to compromise on their machinery: "With globalisation, one of the main threats is always cheap copies of the machine. However, with emerging markets like China, they're having to comply with FDF regulations, COSH regulations, ISO9000 regulations and, if they're selling on the worldwide stage, they now recognise that."

The machines are improving and the processors are having to up their game to keep supermarkets happy. While this may be tough for the meat industry, it means the food it is producing on cutting, slicing and dicing machinery is getting better all the time.

#### RELATED ARTICLES

**No related articles found.**

---

© William Reed Business Media Ltd 2008. All Rights Reserved.

William Reed Business Media Ltd. Registered Office: Broadfield Park, Crawley RH11 9RT.

Registered in England No. 2883992. VAT No. 644 3073 52. **Terms & Conditions Privacy Policy**

# MEAT&POULTRY

**KOCH**

Spring Catalog

The business journal for meat and poultry processors

- Home
- Email Newsletter
- Magazine Archives
- Daily News Archives
- Wire Service News
- Features
- From the Corral
- Steve Kay Red Meat
- Meat Economics
- Meat Processing
- Poultry Proc. Solutions
- Sanitation Tips
- Small Business
- Lean Tips
- Resources
- MP Red Book
- Calendar
- Salary Surveys
- Company Data
- Industry Links
- Job Center
- Classifieds
- Publication Info
- Subscriptions
- Print Advertising Info
- Web Advertising Info
- 2008 Media Guide
- Contact Sales
- Reprints



December 2008  
DIGITAL ARCHIVES

Industry events:



**MEATXPO**  
February 22-25, 2009

Related sites:  
FoodBusinessNews.net  
Purchasing Seminar

## Just the right slice

Today's slicing technology addresses processors' need for speed

(MEATPOULTRY.com, August 01, 2008)  
by Bryan Salvage



Consumers are demanding sliced meats in every size, shape, protein form and thickness. Highspeed slicers must not only be flexible and highly automated to allow maximum output, but feature a design that ensures food and worker safety.

In this age of higher energy and commodity costs, processors are focusing on optimizing efficiencies by using larger slicing systems with more automation that maximize output, says Brian Sandberg, business development manager, Formax Inc., Mokena, Ill. "There is also an important trend to more flexible equipment that fits the processor's requirements today and can accommodate changes to their product mix in the future."



Customers want advanced, highspeed slicing equipment that can help eliminate giveaway, maximize yields and produce today's most popular product presentations, including shaved bunches, variety packs and traditional stacked and shingled presentations. The push to superior automation via loaf-to-packaging systems continues as processors seek to enhance food safety, improve productivity and minimize labor, he adds.

"Whether you are processing deli meats at ultra-high volumes or slicing whole-muscle products for highend, top-shelf retail sales, the trends and challenges are the same. Increasing throughput and controlling costs are key to success," says Scott Scriven, president, Weber North America, Kansas City, Mo. These trends, he believes have been building momentum over the last five years.

One trend with significant throughput implications is the increasing consumer preference for thin-sliced meats with a higher flavor profile, Scriven says. "The second trend all processors must address is the need to control processing costs in the face of higher raw material and transportation costs," adds Scriven. "The trend in slicing is away from processed luncheon meats toward highergrade, 'natural' products for both sandwiches and plate meals," says Dennis Coyne, national sales manager, bacon and deli, Marel Food Systems, Lenexa, Kan. "This is true for North America and Europe. In recent years, there has been an increased need for higher yields and efficiency, using more automation."

Customers of Treif USA Inc., Shelton Conn., are requesting sickle-blade knives for thinner cuts of meats, says Guenter Becker, president. "They are also requesting high-flexibility slicers, which require shorter changeability times between product changes. [They are also requesting] higher safety standards, easy handling and multi-lingual software."

### What's new?

Marel's Coyne cites identification/recognition in high-grade products of things such as fat, cavities and blood spots when asked what was new in high-speed slicing. "The use of highresolution vision systems to recognize 'out-of- specification' parameters before the product is sliced is significant," he adds. "Further, our IPL Robots have been proven successful in automating the loading of fluff-pack items."

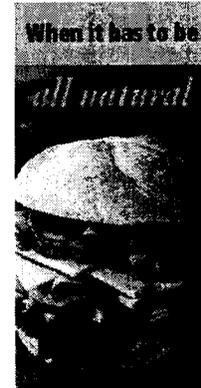
Formax recently introduced its PowerMax4000 Slicing System, which combines a large slicing throat with up to four independent product drives and advanced hygienic features for greater food safety and simplified sanitation. This modular system lets processors order one, two, three or four independent drives and the corresponding number of scales and classifiers.

The system is also capable of running a variety of products with minimal changeover time required.

"The PowerMax4000 features a revolutionary Safety Laser Scanning System that creates a more open and hygienic environment by minimizing the number of physical guards," Sandberg says. "And because there are fewer guards to impede cleaning and inspection, the time required for cleaning is kept to the absolute minimum."

The higher accuracy of the PowerMax4000 Slicing System delivers superior weight and portion control offered by the system's patented independent product drives, Sandberg says. The system's independent upper and lower drives provide complete control over each log as it is delivered to the blade to ensure accurate weight control over every sliced portion. Even when the log lengths vary, the independent drives compensate so all logs finish slicing at the same time while maintaining optimum yields.

Formax's new FXplus Modular Slicing System allows processors to configure their slicing system to meet



their processing requirements while minimizing their initial investment, Sandberg says. "With the new flexible design, processors can select from one or two independent drives and from zero to one, two or three scales and classifiers," he adds. "Our objective was to give processors more choices to fit their exact production requirements while minimizing the capital required."

The patented independent product drives, found on the FXplus Modular Slicing System, keep weight control and future profitability in the forefront.

There's a measurable difference that only independent weighing and classifying can provide, Sandberg says. The system's independent upper and lower product drives provide complete control over the individual loaves as they are delivered to the blade.

The FXplus features a permanently-sealed head design, ensuring that the knife housing remains clean and dry. The unibody frame construction, along with a host of other hygienic features, delivers the highest level of food safety.

Formax has also developed new blade technology and automated loading systems to further optimize plant efficiencies. Its patent-pending blade designs increase yields by up to 2 percent and increase productivity by up to 25 percent compared to traditional blade technology, Sandberg says. "They have also eliminated the need for crust freezing in several applications, which significantly reduced operating costs," he adds. "The new blade technology can be utilized on existing Formax slicing systems in addition to new product offerings."

Formax Automated Loading Systems make it possible to slice, convey, stage and load exact weight stacks, drafts or shaved bunches into the packaging. This helps to reduce the labor required while enhancing food safety.

#### Thin 'is in'

To better suit the flavor and texture preferences of modern consumers, most processors are now slicing meat much more thinly than was done just five years ago, Weber's Scriven says. "Traditionally, deli meats were processed at 16 slices per pound," he explains. "Today's high-volume processors are now slicing meats at 64 slices or more per pound. Their challenge is how to do this profitably, increasing throughput while maintaining slice integrity."

One solution is Weber's powerful 904 Slicing System, engineered to provide high performance, flexibility and next-generation levels of hygienic operation. Processors can autoloading products up to 10-feet (3,200mm) in length and produce perfect slices as thin as 0.5mm on the 904, Scriven says. Presentations can be made in limitless styles. Slicing programs are changed with the touch of an LCD screen. And, Scriven says, Weber customers report that the 904 allows sanitation in about half the time required by other systems. In most applications, the Weber 904 delivers throughput that is up to 50-percent greater than other high-volume slicers.

Contributing to these productivity gains is the 904's combination of a wider throat and a greater blade speed.

"Weber's proprietary blade technology allows simultaneous slicing of four 4.25-inch logs without fraying or tearing the product edges," he adds. Maintaining throughput while getting more yield with less waste is always the challenge in slicing luncheon/deli meats. The 904 gripping system allows processors to better control the products for consistent portioning and reduce end-piece waste.

Automatic loaders can put a 10-ft log into the machine, cutting loading cycle times. "These features are helping processors to cope with today's profit squeeze," Scriven says. Slicing whole-muscle meats presents different challenges in that they are irregular in shape and shorter in length than logs. This challenge is being met by the new Weber Whole-Muscle Slicing System, which offers greater throughput, faster loading cycles and near-zero give-away, Scriven says.

The WMS System requires only 14 sq. ft. of floor space, yet delivers 1,500-RPM blade speed and the capacity to produce up to 40 on-weight portions per minute. Weber's Vision System further assures accurate portioning. This technology instantly measures the surface area of un-pressed, natural products and automatically adjusts slice thickness, eliminating both product waste and the labor cost associated with manual adjustment. Processors can expect first-pass, onweight portion rates to exceed 90 percent, as well as loading times of just six to eight seconds – 50 percent of the industry standard, Scriven says. "Reducing the loading cycle allows processors to put more product through the machine in every hour that they operate," he adds. Weber equips all WMS Systems with both a scale and a transfer conveyor. The WMS System shares Weber's hygienic design features of easy access and tool-free disassembly for fast, thorough clean up.

Treif offers a "standard integrated stacking unit" for creating precise stacks up to 4 inches. "Our Divider 440 and 660 machines allow for products with a length up to 33-2/5 inches and width of 12-3/5 inches by 6-3/10 inches, which provides our customers with greater flexibility in the size of the products they cut," Becker says. "Depending on product and application, our slicers can slice up to 1,600 slices per minute with multiple rows. Treif also presents our customers with an effortless solution for changing over product. It requires no mechanical conversion work as the cutting frame can be removed with a few simple steps."

#### The evolution continues

Processors are concerned about enhancing operational efficiencies, minimizing labor and maximizing food safety.

"Capabilities such as the ability to process shaved bunches and variety packs have impacted sales at retail and been well received by consumers," Sandberg says.

Over the last few years, throat sizes for high-speed slicing systems have increased to accommodate more product loads in order to optimize plant efficiencies, he adds. The slicers are also designed now to handle longer logs in order to optimize slicing efficiencies and yields. Slicing systems are more flexible today than ever before to enable processors to slice a variety of products with minimal changeover time. Touch-screen controls have also evolved into more user- and maintenance-friendly systems.

"Today's demanding processing environment requires that the equipment be sophisticated enough to efficiently slice a variety of products while remaining simple enough for anyone to operate," Sandberg points out. "Today's slicing operating systems have evolved into more than just an operator interface. These 'smart' operating systems are more of a tool to help plant personnel more effectively operate and maintain the slicing system."

Customers want full automation, as well as flexible and safer solutions, Treif's Becker says. "This is driven by their needs to reduce cost and increase output in the safest manner possible," he adds.

Meanwhile, Weber has made huge investments in enhancing blade technology in recent years. A new factory in Germany was built three years ago and dedicated to the research, development and production of both involute and round blades. Weber's team of metallurgists and manufacturing engineers are working continuously on various sizes, shapes, bevels and coatings for specific customer slicing applications. "Blade technology has become the new frontier of greater throughput," Scriven says.

Until now, making blades larger to cut more or larger products has proven problematic. "When blades are bigger, you can slice more product at the same time, but, at higher speeds, blade deflection begins to effect slice quality and portion control," Scriven says. "Our engineers have been working diligently to find solutions that will make larger blade sizes that work effectively." Weber R&D has begun to pay off. Several weeks ago, Scriven says, new, larger blades developed in Germany were tested at the Weber Technology Center in Kansas City and the test was a success. The blade size tested was increased to 410mm from 400mm. "It doesn't sound like a lot, but the increase in throughput was significant for a high-volume processor and the slice quality was maintained," Scriven says

#### Future evolution

The slicing evolution will continue to be driven by consumer trends, industry demands and operational challenges, Formax's Sandberg predicts. "Key issues facing processors today, such as food safety, the availability and turnover of labor and the need to optimize efficiencies to offset rising costs, are here to stay," he adds. "Slicing systems will become more technically and hygienically advanced while remaining simple to operate and maintain as new technology is introduced."

"There will be more use of automation with the emphasis on greater yields, efficiencies and improved food safety," Coyne says.

Blade technology will be the next big frontier in the high-speed slicing evolution, Scriven iterates. "Weber is constantly working on blade efficiency, including the creation of larger blades that will slice more product while reducing deflection and maintaining product quality," Scriven adds.

Customers will always want more product output from systems that are faster, safer and less expensive, Treif's Becker says. "As technology allows for more options and advancements, processors will want to apply those technological advances to their business to provide better solutions for their customers," he concludes.

We would like to hear from you — to comment on this story or to request reprints, contact us by e-mail at: [meatpoultry@sosland.com](mailto:meatpoultry@sosland.com).

This article can also be found in the digital edition of *Meat & Poultry*, August 2008, starting on Page 78. Click [here](#) to search that archive.



SEARCH BLOG FLAG BLOG Next Blog

Create Blog | Sign In

# MEAT PREPARATION - THE COMUNITY FOR MEAT PROCESSORS & MACHINERY AND EQUIPMENT MANUFACTURES

IS AN ON-LINE INFORMATION SERVICE FOR RED MEAT AND POULTRY PROCESSORS WORLD WIDE. ONE OF OUR SERVICES IS TO PROVIDE A COMUNITY WHERE BOTH MEAT PROCESSORS AND MACHINE MANUFACTURES AND SERVICE PROVIDERS CAN QUICKLY OBTAIN AN OVERVIEW OF THE MEAT AND FOOD PROCESSING INDUSTRY WORLDWIDE. WE STRIVE TO SECTION INFORMATION DIVIDED INTO EACH INDIVIDUAL COUNTRY WHERE EVER POSSIBLE.

### Bourdain—No Reservations

New Episodes Mondays at 10 ET. See Photos & Download Podcasts! TravelChannel.com/Bourdain

### Tate Publishing Blogs

Blog with Tate staff and authors. Join discussions, learn more today! www.tatepublishing.com/blogs

### Need to Create a Blog?

Try Squarespace for free! The stylish way to publish online. www.squarespace.com

Ads by Goo

Showing posts for query **formax**. [Show all posts](#)

THURSDAY, 14 AUGUST 2008

## Formax, Inc.: Yield-enhancing slicing system

The PowerMax4000 Slicing System promotes food safety and increases yields with its advanced design features. Not only does this Formax® Slicing System offer the largest capacity, it has the flexibility of up to four independent product drives and a large 8" x 18.5" (205mm x 470mm) slicing throat.

PowerMax4000 is designed to eliminate slicing inconsistencies and minimize giveaway. Formax's patented independent product drives provide complete control over each individual log as it is delivered to the blade to ensure precise weight control over each sliced portion. If log lengths vary, the independent drives compensate so all of the logs finish slicing at the same time.

Enhanced food safety is also assured by Formax's Safety Laser Scanning System, creating a more open and hygienic environment by minimizing the number of physical guards. And since there are fewer guards to impede cleaning and inspection, the time required for cleaning is kept to the absolute minimum.

[www.meatingplace.com](http://www.meatingplace.com)

POSTED BY MEAT PREPARATION AT 12:05 0 COMMENTS LINKS TO THIS

POST

LABELS: FORMAX, MACHINERY · EQUIPMENT AND SERVICE SUPPLIERS

SUBSCRIBE TO

Posts

All Comments

MEAT PREPARATION EQUIPMENT / MACHINERY SUPPLIERS

- Carnitech
- CFS
- Cozzini
- Formax, Inc
- Inotech Gmbh
- Karl Schnell
- Laska
- Marel Food Systems
- Poly-clip System
- Schindler & Wagner
- Seydelmann
- Treif
- Vemag Maschinenbau
- Weber
- Weiler Inc.

BLOG ARCHIVE

▼ 2008 (131)

WEDNESDAY, 2 JULY 2008

## CC Industries, Inc., USA, the parent company of Formax, Inc., USA, has acquired Weiler and Co., USA

CC Industries, the parent company of Formax, Inc., announced Tuesday that it had acquired Weiler and Co., the Whitewater, Wis.-based manufacturer of grinding, mixing and bone separation equipment.

Financial terms of the deal were not disclosed.

The acquisition complements CCI's existing portfolio, adding the Weiler and Beehive brands to Formax's line of protein forming and high-speed slicing equipment. In a press release, Bill Crown, president and CEO of CCI, said, "We will be fortunate to own the leading manufacturers in two significant segments of the food processing equipment industry. Both organizations have long histories of serving their customers very effectively. It is our intention to meld the best qualities of both organizations into a newly combined company."

Dave Brown, president and CEO of Formax, added, "We at Formax know the Weiler team very well and have collaborated with them on installations for many years. We are extremely excited that CCI has made this acquisition, and we look forward to working with all the parties to integrate these two organizations."

Source: 7/2/2008 Meatingplace.com

POSTED BY MEAT PREPARATION AT 07:18 0 COMMENTS LINKS TO THIS

POST 

LABELS: CC INDUSTRIES, FORMAX, USA

[Newer Posts](#)

[Home](#)

[Older Posts](#)

Subscribe to: Posts (Atom)

### ▼ December (19)

Sadia, Brazil inaugurates plant in Russia

The sleeping Russian bear awakes with an appetite ...

PKM Duda, Poland - Expands activities

Danish Crown, Denmark - Interview with Mr. Carsten...

China-Meat company expands operations.

Schwan Food Co., USA sells European pizza business...

Smithfield Foods, Inc., USA announced on Dec17/08 ...

Cargill, USA to acquire Carneco Foods plant, USA

Grandi Salumifici Italiani, Italy took first steps...

Nortura, Norway and Spis Grilstad, Norway cuts cos...

Smithfield Ferme, Romania debuts 30 million euro f...

Net Profit of Agribusiness Holdings "Miratorg", Ru...

Turnover at Arrow Group, Ireland hits €397m

Moypark's Seagoe factory, Northern Ireland - to re...

Hain Pure Protein Corporation Announces the Expans...

Zhongpin, China Expands Prepared Meat Capacity by ...

Zhongpin Inc., China - Leases New Pork Facility i...

Kayarlar, Turkey meat company looks for ways to ex...

Bell Holding Ltd., Switzerland takes over German h...

### ► November (27)

### ► October (14)

### ► September (16)

**Ads by Google**

**Earn more with Blogspot?**

Higher CPM from In-Text ads. Why not give it a try? Register now  
[www.infolinks.com](http://www.infolinks.com)

**Blog Hosting Blogger**

Looking for Blog Hosting Blogger? See our Blog Hosting Blogger guide.  
[sunfrogsservices.com](http://sunfrogsservices.com)

**Hot Bikini Girls**

Sweat. But Look Good Doing It. Deals on Women's Active Wear!  
[Shopzilla.com/SportsApparel](http://Shopzilla.com/SportsApparel)

**Christian Blogs Online**

Single And Ready To Date? Search & Meet Christian Singles Online Now  
[www.True.com](http://www.True.com)

**Blog Links | Blog Reviews**

Build links from good PR blogs using quality content blog reviews  
[www.blognlist.com](http://www.blognlist.com)

▶ August (13)

▶ July (13)

▶ June (3)

▶ April (2)

▶ March (20)

▶ February (3)

▶ January (1)

**Christian Blogs Online**

Single And Ready To Date? Search & Meet Christian Singles Online Now  
[www.True.com](http://www.True.com)

**Ads by Google**

# WATT Poultry.com

View our related Web Sites  
[Ecolife](#)  
[Feed Industry Network](#)

[ABOUT US](#) | [PUBLICATIONS](#) | [TOPICS](#) | [SPECIAL REPORTS](#) | [PRODUCTS AND SERVICES](#) | [ADVERTISE](#)

Search:

[Register](#)

**NOVUS at IPE**  
 ATLANTA, GA JAN 28-30  
**HALL B3834**

**Giving you  
the choice  
to make the  
difference.**

*Animal Supplier  
Feeding and Processing*

**Protect Packaging  
Solutions  
TRIANGLE**

**DISSEO**  
invites you

Publications > Magazines > Poultry International > Article

[EMAIL TO A FRIEND](#) | [PRINT](#)

## Poultry International

**Date:** 2008-04-01  
**IPE reflects trends in further processing**

Jackie Linden

**New equipment on show at the International Poultry Expo in Atlanta meets growing demand for processed products.**

There is a global trend in the poultrymeat industry worldwide towards further processing to meet the growing demands of an increasingly cash-rich, time-poor and sophisticated population. The rate of development of the further processed market varies widely between countries but perhaps nowhere is the trend more advanced than in the USA.



Latest bone detector from Marei contributes to better food safety and quality control

Estimates of the proportion of poultrymeat sold in further processed form are hard to come by and surveys can be difficult to interpret. However, it is clear that cooked further processed sales by turkey companies participating in the Agristats/National Turkey Federation marketplace surveys have increased significantly. Sales of cooked items have increased from just over 13% of total turkey tonnage sold in 1994 to almost 23% in 2005, the year of the most recent survey. There are no signs of a slow-down: US turkey companies have opened three new cooking facilities in the last two years and four new slicing plants in the last five years, and some existing plants have added slicing capability. Chickenmeat processing is following the same trends.

Today's US poultry products meet the strong demands in the ready-to-eat and ready-to-cook sectors. A tour of the recent International Poultry Exposition in Atlanta and discussions with exhibitors highlighted ways in which equipment manufacturers are helping the industry there to meet the growing demands for these further processed products.

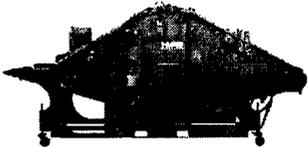
**Increased efficiency**

This was the most noticeable trend in further processing equipment, with new models that have a higher capacity, are more efficient and waste less than previous designs.

Waste reduction was one of the guiding principles behind the design of the FXplus Slicer from Formax. This is achieved through two independent feeder drives, which allow logs of cooked meats to be sliced right to the very end. With back-clamp and continuous feed options, waste is significantly reduced, an important feature for high-value products. Just coming onto the market is the company's PowerMax4000 with an even larger capacity, thanks to its four independent drives.

**Labour saving**

Another consistent trend was the goal of labour saving. Labour has always been a costly part of further processing, especially in developed countries like the USA, and this aspect has been brought into even sharper focus with the coming of greater controls on the employment of cheaper immigrant labour.



A home-cooked effect is achieved by FMC Stein's new breeding machine

It makes sound economic sense to automate processes in order to minimise labour costs. For example, AEW Delford and Scanvaegt members of the Marei group are active in loading and batching technology with their respective IPL Batcher and Robbatcher. These intelligent batching systems offer processors the ability to load pre-formed trays with product to produce fixed-weight packs. The equipment eliminates a great deal of costly labour, whilst delivering attractive packs with a minimum of give-away.

**More flexibility**

Maxum 700 forming machine from Formax offers increased throughput with flexibility. Product mix can vary significant between customers so quick and easy changes are important features. The company offers a wide range of templates to form different shapes and sizes of product. Changes can be made easily and quickly, giving maximum flexibility and minimum downtime between batches.

Another example of meeting the driver of greater flexibility was the CFS MultiFormer 600. As well as increased production variety, it also offers shorter tooling changes, reduced maintenance cost and time, reduced waste and maximum hygiene.

**Discussion Forum**  
 General Forum  
 Foro General

**WATT Poultry TV**  
 Poultry outlook for 2009  
 Economist Paul Aho foresees \$3 corn and no strong turnaround until 2010.  
 Atlanta '09 - IPE/IFE: Destination for the poultry and feed industries  
 The 2009 IPE/IFE trade show in Atlanta is the place to be in January.

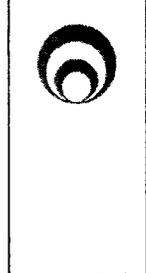
**Featured Webinars**  
 Facing Today's Challenges for Tomorrow's Changing Industry  
**Presented By: National Chicken Council and WATT Poultry USA magazine**  
 Oct 2, 2008  
 The Present and Future of Carbon Credit Trading  
 EcoAgristat  
 Sep 25, 2008  
[View More >](#)

**Poultry Market Poll**  
 Sponsored by **NOVUS**  
 Comments and Suggestions for future polling questions can be sent to: [contact@novusint.com](mailto:contact@novusint.com)  
 Food products fortified with DHA Omega 3 and other functional ingredients are now available to many consumers worldwide. Do you think consumers see these fortified foods as:  
 Very important?  
 Moderately important?  
 Not very important?

**Marketplace**  
 Altenpohl Sales Co, USA  
 Sizing Shackles  
 Alpha Poultry Inc.  
 (2) Poultry Sales Positions - Turlock, CA & Portland, OR  
 AGRI-associates, Inc. - Georgia  
 Agribusiness Recruiters and Consultants  
[View More >](#)

**Related Content**  
 Problemas intestinales  
 Los conflictos internos son graves problemas en el sector... [read more...](#)

**WATT ANIMAL NUTRITION & HEALTH**  
 Wednesday  
 29 April, 2009



**NOVUS 30 AND 40 YEARS SINCE 1975**

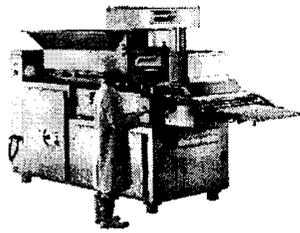
**2009 Top Company Issue**



**Healthier products**

With rising obesity and chronic diseases in developed nations, there is a growing demand for healthier products. As it is low in fat, poultrymeat can help to meet this demand.

Even popular fried products can be marketed as that little bit healthier if the fats or oils used are less saturated. The disadvantage for the processor is that such oils are more prone to oxidation and require gentler handling. At IPE, MP Equipment Company introduced a new frying system using an efficient heat exchanger to raise the temperature of the oil for cooking. This indirect form of heat causes less damage to the oil than a direct heat source or flame.



New forming machine (Maxum 700 from Formax) meets the needs for greater throughput and flexibility

On the FMC stand was the Stein TFF-II ThermoFin fryer. It incorporates a new centrifugal filter for the hot oil, removing particles that can break down the less saturated, healthier oils.

**Addressing food safety concerns**

One recent and very extensive food recall involving beefburgers in the USA highlighted the vital importance of food safety issues and the potential for catastrophic financial impacts on a business when things go wrong.

Two aspects of food safety were in evidence at the show. Firstly, ease and efficiency of cleaning and sanitation were mentioned by all equipment manufacturers interviewed. They emphasised how design and materials have been refined for easy cleaning and sanitation. For example, hollow tubing and backward joints where debris can accumulate have been eliminated from modern designs, and equipment can be cleaned and sanitised effectively without damage.

Another aspect of food safety is the elimination of foreign bodies and bones from poultrymeat products. These can present a hazard of choking or injury to the consumer. Marek featured its SensorX automatic bone detection system, which detects bones and other foreign bodies in real time and displays on a high-resolution screen for easy product removal from the line.

**Other trends**

Consumers can be hard to please. They demand further processed products to make their busy lives easier. On the other hand, they do not want the products to look processed; their families and guests should believe that the meal has been cooked from scratch at home. FMC is helping to meet this demand with Stein's new 5-Star Homestyle Breeder. This delivers a slightly inconsistent and less-than-perfect look to products such as popcorn chicken.

**Top trends in further processing**

- Increased efficiency
- Labour saving
- Flexibility
- Healthier food options
- Food safety: easier cleaning, bone detection



**History:** IPE reflects trends in further processing

[Terms & Conditions](#) | [Privacy Policy](#) | [Site Map](#)

# The Power Max Blender 70

By Marjorie Dorfman

## One Formidable Ice Crusher

The term, "breaking the ice" has taken on a new meaning, which has nothing at all to do with relationships of the human kind. The Braun Power Max Jug Blender represents a unique power trip, one that transports an unsuspecting bystander to where no blender has been before, treading therefore on different relationship/territories of the appliance to owner kind.

Power knows no bounds with the Braun Power Max Blender, especially when it comes to puréeing, crushing ice and turning eggs into pure mayonnaise in fewer than two minutes. Master magician, Harry Houdini, would have been proud to see this Braun Power Max Blender, which even by today's hi-tech standards, works like magic.

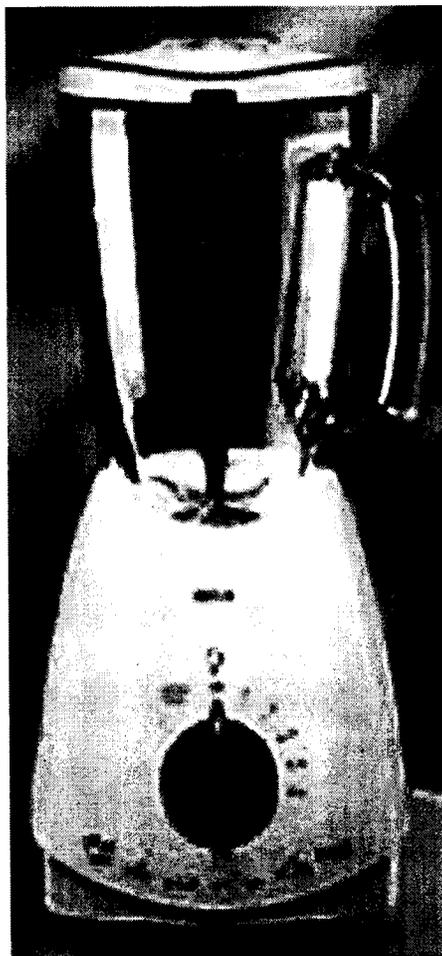
The Braun Power Max Blender is a very handsome addition to any kitchen counter. The rounded triangular shape works well; it pours perfectly and cleans beautifully. It is, however, the terrific grip on the handle that is perhaps the most memorable feature of this incredible blender. The Braun Power Max Blender is very well designed with a lid that seals snugly and easily, and tiny rubber tips attached on three sides to guarantee a smooth release and opening.

Under \$50 dollars, the Braun Power Mix Blender is quite a bargain. It has five speeds and a pulse mode. The blades are made of stainless steel, which make them strong enough to crush ice. It is recommended however, not to pack the ice too tightly even though it screams for the company of its kindred. The blades remove easily for cleaning; they and the jug and the lid go into the dishwasher, but the base you must wipe by hand with a damp towel.

The main complaint about the Braun Power Mix Blender is that the blade assembly can and sometimes does come loose and may have to be replaced. These reports further asserted that customer service cheerfully replaced them for free.

So what can you lose? Make that smoothie, chop that salsa, live that healthful life!

Get a Braun Power Mix Blender today!



No Amazon results found



Home Kitchen

Restaurant Supply

Search:

Select Appliance Catalog - Meat Slicers

 Shopping Cart  
Your cart is empty

 Do You Know...  
About Five Star?

- [Home](#)
- [Help](#)
- [Gift Registry](#)
- [Gift Ideas](#)
- [Clearance](#)
- [Specials](#)
- [Leasing](#)
- [Affiliates](#)
- [Tidbits](#)
- [Recipes](#)
- [Map & Directions](#)
- [Contact Us](#)



Tip: Click on any product link to view detailed information about the item, including photos and pricing. Scroll down for more manufacturers!

Anvil: [\[view all Anvil products\]](#)

- [Anvil SLR7412](#) [\$1649.95] - 12" Belt Drive Heavy Duty Manual Cheese or Meat Slicer
- [Anvil SLR7512](#) [\$2079.95] - 12" Gear Drive Heavy Duty Manual Meat Slicer
- [Anvil SLR7912](#) [\$3699.95] - 12" Deluxe Gear Drive Heavy Duty Automatic Meat Slicer

Axis: [\[view all Axis products\]](#)

- [Axis AX-S10](#) [\$589.95] - 10" Blade Medium Duty Commercial Meat Slicer
- [Axis AX-S12](#) [\$839.95] - 12" Blade Medium Duty Commercial Meat Slicer
- [Axis AX-S12BA](#) [\$3889.95] - 12" Blade Heavy Duty Automatic Commercial Meat Slicer
- [Axis AX-S12G](#) [\$2389.95] - 12" Blade Heavy Duty Gear Drive Commercial Meat Slicer
- [Axis AX-S12P](#) [\$1159.95] - 12" Blade Medium Duty Commercial Meat Slicer
- [Axis AX-S9R](#) [\$519.95] - 9" Blade Light Duty Commercial Meat Slicer - Red Finish
- [Axis AX-S9S](#) [\$519.95] - 9" Blade Light Duty Commercial Meat Slicer - Silver Finish
- [Axis AX-S9Y](#) [\$519.95] - 9" Blade Light Duty Commercial Meat Slicer - Yellow Finish

Berkel: [\[view all Berkel products\]](#)

- [Berkel 823E](#) [\$644.95] - 9" Gravity Feed "Entry Level" Commercial Meat Slicer
- [Berkel 825A](#) [\$819.95] - 10" Gravity Feed "Economy" Commercial Meat Slicer
- [Berkel 825E](#) [\$694.95] - 10" Gravity Feed "Entry Level" Commercial Meat Slicer
- [Berkel 827A](#) [\$1159.95] - 12" Gravity Feed "Economy" Commercial Meat Slicer
- [Berkel 827E](#) [\$964.95] - 12" Gravity Feed "Entry Level" Commercial Meat Slicer
- [Berkel 829A](#) [\$2009.95] - 14" Gravity Feed "Mid-Tier" Commercial Meat Slicer
- [Berkel 829E](#) [\$1469.95] - 14" Gravity Feed "Mid-Tier" Commercial Meat Slicer
- [Berkel X13](#) [\$2879.95] - 13" Manual Gravity Feed Commercial Meat Slicer
- [Berkel X13A](#) [\$4099.95] - 13" Automatic Gravity Feed Commercial Meat Slicer

## Slicer

- [Berkel X13AE](#) [\$3439.95] - 13" Automatic Gravity Feed Commercial Meat Slicer
- [Berkel X13E](#) [\$2359.95] - 13" Manual Gravity Feed Commercial Meat Slicer

*Chef's Choice:* [\[view all Chef's Choice products\]](#)

- [Chef's Choice 667](#) [\$399.95] - Professional Electric Gravity Feed Meat Slicer With 10" Dia. Blade
- [Chef's Choice M640](#) [\$309.95] - Professional Style Electric Meat Slicer

*Dito:* [\[view all Dito products\]](#)

- [Dito DSL-10](#) [\$694.95] - Economy Model 10" Meat/Food Slicer
- [Dito DSL-12](#) [\$1109.95] - Economy Model 12" Meat/Food Slicer
- [Dito DSL-9](#) [\$579.95] - Economy Model 9" Meat/Food Slicer
- [Dito DSLHD-12](#) [\$1629.95] - Medium/Heavy Duty Model 12" Meat/Food Slicer
- [Dito DSLHD-14](#) [\$2109.95] - Medium/Heavy Duty Model 14" Meat/Food Slicer

*Eurodib:* [\[view all Eurodib products\]](#)

- [Eurodib AUTOMATICA300VV](#) [\$4449.95] - Heavy Duty 1hp Commercial 12" Blade Automatic Meat Slicer
- [Eurodib GEMMA300CE](#) [\$1699.95] - Heavy Duty 1/2hp Commercial 12" Blade Manual Meat Slicer
- [Eurodib TOPAZ195](#) [\$499.95] - Light Duty 1/5hp Commercial 8" Blade Manual Meat Slicer
- [Eurodib TOPAZ220](#) [\$559.95] - Light Duty 1/4hp Commercial 9" Blade Manual Meat Slicer

*Fleetwood:* [\[view all Fleetwood products\]](#)

- [Fleetwood 1212E](#) [\$2949.95] - Heavy Duty 12" Blade Compact Automatic Meat Slicer
- [Fleetwood 220E](#) [\$639.95] - Economy 9" Blade Meat Slicer
- [Fleetwood GL250](#) [\$764.95] - Economy 10" Blade Meat Slicer
- [Fleetwood GL300](#) [\$979.95] - Economy 12" Blade Meat Slicer
- [Fleetwood MD1250](#) [\$1909.95] - Heavy Duty 12" Blade Gear Drive Meat Slicer

*German Knife by Turbo Air:* [\[view all German Knife by Turbo Air products\]](#)

- [German Knife by Turbo Air GS-12A](#) [\$3569.95] - 12" Blade Commercial Automatic Meat Slicer
- [German Knife by Turbo Air GS-12M](#) [\$1959.95] - 12" Blade Commercial Manual Meat Slicer

*Globe:* [\[view all Globe products\]](#)

- [Globe 3600P](#) [\$2999.95] - New Improved "P Series" Heavy Duty 12" Manual Slide Electric Meat Slicer

- [Globe 3850P](#) [\$4699.95] - New Improved "P Series" Heavy Duty 12" 2 Speed Automatic Electric Meat Slicer
- [Globe 3975P](#) [\$4949.95] - New Improved "P Series" Heavy Duty 12" Variable Speed Automatic Electric Meat Slicer
- [Globe 4600P](#) [\$3549.95] - New Improved "Protech Series" Heavy Duty 12" Manual Slide Electric Meat Slicer
- [Globe 4975P](#) [\$5449.95] - New Improved "Protech Series" Heavy Duty 12" Variable Speed Automatic Electric Meat Slicer
- [Globe GC10](#) [\$954.95] - 10" Compact Manual Slide Light Duty Electric Meat Slicer
- [Globe GC12](#) [\$1289.95] - 12" Compact Manual Slide Light Duty Electric Meat Slicer
- [Globe GC12B](#) [\$1309.95] - 12" Compact Manual Slide Electric Meat Slicer
- [Globe GC510](#) [\$1259.95] - 10" Compact Manual Slide Electric Meat Slicer
- [Globe GC512](#) [\$2199.95] - 12" Compact Manual Slide Electric Meat Slicer
- [Globe GC9](#) [\$789.95] - 9" Compact Manual Slide Light Duty Electric Meat Slicer

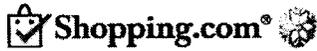
Univex: [\[view all Univex products\]](#)

- [Univex 1000M](#) [\$2969.95] - 13" "Signature Series" Manual Meat Slicer, Heavy Duty
- [Univex 1000S](#) [\$5849.95] - 13" "Signature Series" Automatic Meat Slicer, Heavy Duty
- [Univex 4509](#) [\$904.95] - 9" Economy Meat Slicer
- [Univex 4510](#) [\$959.95] - 10" Manual Meat Slicer, Medium Duty Prep Saver Series
- [Univex 6512](#) [\$1389.95] - 12" Manual Meat Slicer, Medium Duty Prep Saver Series
- [Univex 7510](#) [\$1679.95] - 10" Manual Meat Slicer, Heavy Duty Duro Series
- [Univex 7512](#) [\$1829.95] - 12" Manual Meat Slicer, Heavy Duty Duro Series
- [Univex 8512](#) [\$3609.95] - 12" Automatic Meat Slicer, Heavy Duty Max Series
- [Univex 9512](#) [\$2489.95] - 12" Manual Meat Slicer, Heavy Duty Max Series
- [Univex VC12](#) [\$454.95] - Vegetable Chute Accessory For 12" Blade Univex Slicers

[Return to the Select Appliance home page](#)

All trademarked equipment, images, and brochure content is legally owned by each respective manufacturer, and is being used with permission.

Copyright ©1999-2009 Select Appliance®  
All rights reserved. Design by [Creative Element®](#)



Bookmark This Page

Home | Clothing | Shoes | Computers | Electronics | Gift Cards | At Home | Health | Kids | See all

What are you shopping for?  Search

Back to Home > Home and Garden > Small Kitchen Appliances > Blenders > electric blenders > \$390 - \$12353

Your Opinion Matters. Please take a survey.

**Blenders**

Related Searches: blender, braun hand blenders, hamilton beach 52277, margarita machine, oster 4094...more

Please participate in a brief survey.

opinion-central

**Price Range**

\$ From - \$ To

**Brand**

- Vitamix (66)
- Waring (44)
- Blendtec (27)
- Margaritaville (2)
- Hamilton Beach (10)
- Sur La Table (4)
- K-Tec (5)
- Diamond Equipment (4)
- Conair (2)
- More...
- Select more than one

**Store**

- Restaurant Equipment World (54)
- eBay (30)
- KaTom Restaurant Supply (31)
- Instawares, LLC (26)
- Amazon (16)
- FactoryDirect2you.com (17)
- Suitesupply (24)
- Mission Restaurant Supply (20)
- Kitchen Universe (9)
- More...
- Select more than one

**Speeds**

- Variable Speed (6)
- 5 or less (36)
- 5 to 10 (12)
- 10 or More (7)
- Select more than one

**Jar Size**

- More Than 60 oz. (52)
- 40 - 50 oz. (15)
- 30 - 40 oz. (3)

Sort by Best match

Showing: 30 per page



**Vitamix TurboBlend 4500 2-Speed Blender**

★★★★★ See 5 reviews

Work Top Blender, 2 Speed, 64 oz., with Pulse Feature [More](#)

Compare

**\$347 - \$400**

from 8 stores



**Vitamix 1005 Variable-Speed Blender**

Work Top Blender, Variable Speed [More](#)

Compare

**\$470 - \$629**

from 11 stores



**Waring MX1000 2-Speed Blender**

★★★★★ See 1 review

Work Top Blender, 2 Speed, 64 oz., with Pulse Feature [More](#)

Compare

**\$299 - \$401**

from 13 stores



See Buying Guides for Blenders



**Waring MX1050 Blender**

★★★★★ See 1 review

Work Top Blender, 64 oz. [More](#)

Compare

**\$319 - \$401**

from 6 stores



**Vitamix Vita-Prep 1002 Blender**

★★★★★ See 4 reviews

Work Top Blender, 64 oz., with Pulse Feature [More](#)

Compare

**\$385 - \$477**

from 7 stores



**Vitamix 1003 Vita-Prep Variable-Speed Blender**

Work Top Blender, Variable Speed, 48 oz. [More](#)

Compare

**\$385 - \$571**

from 8 stores



**Vitamix 1320 / 1321 Professional 10-Speed Blender**

Work Top Blender, 10 Speed, 64 oz. [More](#)

Compare

**\$489 - \$499**

from 3 stores

**Waring CB15T 3-Speed Blender**

Work Top Blender, 3 Speed, 128 oz., with Pulse Feature [More](#)

Compare

**\$959 - \$1,140**

from 6 stores

- Less Than 30 oz. (1)
- Select more than one

**Blender Type?**

- Work Top (76)
- Handheld (3)
- Select more than one

Or search these items

Site Index - Blenders

**Related Searches**

- blender
- braun hand blenders
- hamilton beach 52277
- margarita machine
- oster 4094
- More...

Advertisement



opinion-central



[COMPARE PRICES >>](#)



**Hamilton Beach 990 Commercial 2-Speed Blender**  
Work Top Blender, 2 Speed, 128 oz., with Pulse Feature [More](#)  
 Compare

**\$704 - \$838**  
from 8 stores

[COMPARE PRICES >>](#)



**Waring CB15 3-Speed Blender**  
Work Top Blender, 3 Speed, 128 oz., with Pulse Feature [More](#)  
 Compare

**\$869 - \$1,079**  
from 8 stores

[COMPARE PRICES >>](#)



**Blendtec Smoother Blender**  
Work Top Blender, 64 oz., with Pulse Feature [More](#)  
 Compare

**\$817 - \$960**  
from 4 stores

[COMPARE PRICES >>](#)



**Blendtec SpaceSaver Blender**  
Work Top Blender, 64 oz. [More](#)  
 Compare

**\$561 - \$635**  
from 4 stores

[COMPARE PRICES >>](#)



**Blendtec EZ-Blender Blender**  
Work Top Blender, with Pulse Feature [More](#)  
 Compare

**\$377 - \$411**  
from 3 stores

[COMPARE PRICES >>](#)



**Waring MX1100S Blender**  
Work Top Blender, 64 oz., with Pulse Feature [More](#)  
 Compare

**\$349 - \$460**  
from 4 stores

[COMPARE PRICES >>](#)



**Waring WSB70 9-Speed Handheld Blender**  
Handheld Blender, 9 Speed [More](#)  
 Compare

**\$519 - \$612**  
from 7 stores

[COMPARE PRICES >>](#)



**Vitamix 1365 Professional 64-Speed Blender**  
Work Top Blender, 64 Speed, 64 oz., with Pulse Feature [More](#)  
 Compare

**\$499**  
from 5 stores

[COMPARE PRICES >>](#)



**Blendtec ABC Blender**  
Work Top Blender, 64 oz., with Pulse Feature [More](#)  
 Compare

**\$900 - \$1,119**  
from 4 stores

[COMPARE PRICES >>](#)



**Blendtec TB-621-BHM Single-Speed Blender**  
★★★★☆ See 4 reviews  
Work Top Blender, 1 Speed, 64 oz., with Pulse Feature [More](#)

**\$400 - \$415**  
from 2 stores

[COMPARE PRICES >>](#)

	<input type="checkbox"/> Compare	
	<p><b>Waring CB10T 3-Speed Blender</b>                      Work Top Blender, 3 Speed, 128 oz., with Pulse Feature <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$1,021 - \$1,072</b>  <small>from 4 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Waring WSB60 9-Speed Handheld Blender</b>                      Handheld Blender, 9 Speed <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$359 - \$1,141</b>  <small>from 8 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Blendtec A3-31E-BHM Blender</b>                      Work Top Blender, 64 oz. <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$626 - \$732</b>  <small>from 2 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Vitamix 5029 BarBoss Blender</b>                      Work Top Blender, 48 oz., with Pulse Feature <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$407 - \$479</b>  <small>from 7 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Blendtec HP3-A 4-Speed Blender</b>                      Work Top Blender, 4 Speed, 64 oz., with Pulse Feature <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$400</b>  <small>from 3 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Vitamix Vita-Mix 1364 3-Speed Blender</b>                      Work Top Blender, 3 Speed, 64 oz. <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$499 - \$500</b>  <small>from 6 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Vitamix 5028 Blender</b>                      Work Top Blender, 64 oz., with Pulse Feature <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$399 - \$454</b>  <small>from 4 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Vitamix Onyx 1319 Variable-Speed Blender</b>                      Work Top Blender, Variable Speed, 64 oz., with Pulse Feature <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$499</b>  <small>from 1 store</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Waring MX1500 Blender</b>                      Work Top Blender, 64 oz. <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$569 - \$728</b>  <small>from 3 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>
	<p><b>Vitamix Vita1230 Touch &amp; Go 2-Speed Blender</b>                      Work Top Blender, 2 Speed, 64 oz. <a href="#">More</a></p> <input type="checkbox"/> Compare	<p><b>\$415 - \$727</b>  <small>from 6 stores</small></p> <p><b>COMPARE PRICES &gt;&gt;</b></p>



**K-Tec Champ HP3 10-Speed Blender**

★ ★ ★ ★ See 21 reviews  
 Work Top Blender, 10 Speed, with Pulse Feature [More](#)  
 Compare

**\$400**  
 from 1 store

**COMPARE PRICES** >

**Waring (CB10BT) 3-Speed Blender**

Work Top Blender, 3 Speed, with Pulse Feature [More](#)  
 Compare

**\$1,085 - \$1,170**  
 from 4 stores

**COMPARE PRICES** >

1 | 2 | 3

Next >

[Back to top](#)

**Sponsored Listings**

**Electric Blenders**

Blend, Mix, Mince or Dice Anything in 10 Seconds Or Less. Buy Online!  
[www.BuyTheBullet.com](http://www.BuyTheBullet.com)

**Blenders and Juicers**

Find Quality Blenders & Juicers For Your Kitchen at Williams-Sonoma.  
[www.williams-sonoma.com](http://www.williams-sonoma.com)

**Go Blender**

Find out which Blenders are best with our unbiased reviews.  
[www.ConsumerReports.org](http://www.ConsumerReports.org)

**Will It Blend?**

Don't be fooled by imitators. Get The Total Blender  
[www.Blendtec.com](http://www.Blendtec.com)

**Appliance Parts**

Same Day Shipping Only \$4.95 Best Service, Best Prices. Always!  
[www.ApplianceZone.com](http://www.ApplianceZone.com)

Prices are provided by the merchants. We assume no responsibility for accuracy of price information provided by merchants. Please alert us to any pricing discrepancies and we will alert the merchant. Sales taxes are estimated at the zip code level. Shipping costs are estimates. Please check store for exact shipping costs. To learn more about why certain stores are listed on the site, click here

Product specifications are obtained from third parties, and while we make every effort to assure the accuracy of product information, we do not assume any liability for inaccuracies. Store ratings and product reviews are written and submitted by online shoppers to assist you as you shop. They do not reflect our opinions. We take no responsibility for the content of ratings and reviews submitted by users.

**Related Searches:**

blenders, cuisinart smartpower premier blender, kitchen blender cobalt, zyxel pl-100 powerline, 4-in-1 gaming component cable, margarita machine, blender, blendtec blender, kitchenaid khb3000wn, oster classic beehive, apple macbook pro, kitchenaid immersion, hamilton beach 50754, smoothie machine, oster 4127, cuisinart cbt 500 blender, back to basics 2-in-1 blender solution 5000, vitamix blender, bruun blender, waring blender, more blenders

Advertisement

**Online Exclusive! Real Deal.**  
 Get cool phones, **Free** NEW! NEW! 2YR WARRANTY PER PHONE.  
**Free Overnight Shipping** with online orders

**Learn More**

What are you shopping for?



Share your feedback

[Home](#) | [About Shopping.com](#) | [Merchant Directory](#) | [Site Index](#) | [Top Searches](#)  
[France](#) | [Germany](#) | [United Kingdom](#) | [Australia](#) | [USA](#)  
[eBay](#) | [Free Classifieds](#) | [PayPal](#) | [Apartments for Rent](#)  
[Join our Merchant Program](#) | [Join our Partner Program](#) | [Advertise with Us](#) | [Jobs](#)  
[Merchant Login](#) | [Help](#) | [User Agreement](#) | [Contact Us](#) | [Privacy](#) | [Wholesale Site](#) | [Blog](#) | [Workshop](#)

Copyright © 2000-2009 Shopping.com

Advertisement

**Online Exclusive! Real Deal.**  
From America's Most Reliable Wireless Network

**Learn More**



Bookmark This Page

Home | Clothing | Shoes | Computers | Electronics | Gift Cards | At Home | Health | Kids | See all

What are you shopping for?

Home > Home and Garden > Kitchen > meat cheese slicer > \$1110 - \$4205

Your Opinion Matters.  
Please take a survey.

**Kitchen**

Related Searches: drink coasters, kitchen canister sets, cookware sets, pressure cookers, correll dishes...more

Please participate in a brief survey.

opinion-central

There are 13 items that matched your selection. There are no additional ways to narrow down these results.

Or search these items

[Back to previous options](#)

**Related Searches**

- drink coasters
- kitchen canister sets
- cookware sets
- pressure cookers
- correll dishes
- More...

Advertisement

Sort by:  Showing:  Tax and shipping for ZIP 60601 | [Change ZIP](#)

**Anvil 12in Commercial Manual Meat/ cheese Slicer**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

CityDiscount  
*Featured item*

**\$1,711.84**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)

**Commerical Automatic Meat Cheese Slicer-12**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

CityDiscount  
*Featured item*

**\$4,042.70**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)

**Anvil 12in Commercial Manual Meat Cheese Slicer**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

CityDiscount  
*Featured item*

**\$2,151.10**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)

**Anvil 12inch Automatic Meat Cheese Deli Slicer**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

**\$4,204.43**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)

**Univex 7510 - Heavy Duty Slicer, 10 in, 115 V, 1 PH**  
**KaTom Restaurant Supply - 100% woman owned! 21 years, 26,000 products!** (In stock)  
Designed for volume production of numerous food preparation tasks. Whether coarse or fine cutting or blending of ingredients, the BC14 is labor-saving... [More at KaTom Restaurant Supply](#)

**\$1,496.00**  
(Includes tax Shipping not incl.) at KaTom Restaurant Supply

81 store reviews  
[See store info](#)  
1-800-541-8683

**Anvil Heavy Duty Meat, Cheese, Deli Slicer, 12 Inch**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

**\$1,405.00**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)

**Univex 7512 - Heavy Duty Slicer, 12 in, 115 V, 1 PH**  
**KaTom Restaurant Supply - 100% woman owned! 21 years, 26,000 products!** (In stock)  
Designed for volume production of numerous food preparation tasks. Whether coarse or fine cutting or blending of ingredients, the BC14 is labor-saving... [More at KaTom Restaurant Supply](#)

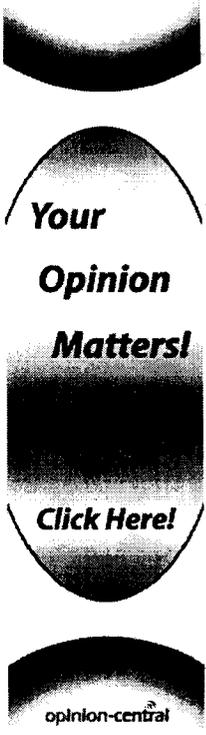
**\$1,621.00**  
(Includes tax Shipping not incl.) at KaTom Restaurant Supply

81 store reviews  
[See store info](#)  
1-800-541-8683

**Boneless Meat Cheese Food Deli Slicer-for Rey R300a**  
(In stock)  
eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of item... [More at eBay](#)

**\$1,352.00**  
(Includes tax Shipping not incl.) at eBay

1,139 store reviews  
[See store info](#)



<p>Univex 9512 - Max Slicer. 12 in, Manual, 1/2 HP, 115V/1PH  <b>KaTom Restaurant Supply - 100% woman owned! 21 years, 26,000 products!</b> (In stock)                  Designed for volume production of numerous food preparation tasks. Whether coarse or fine cutting or blending of ingredients, the BC14 is labor-saving... <a href="#">More at KaTom Restaurant Supply</a></p>	<p><b>KaTom</b>                    81 store reviews                  See store info                  1-800-541-8883</p>	<p><b>\$2,255.00</b>                  (includes tax)                  Shipping not incl.                  at KaTom Restaurant Supply</p> <p><b>SEE IT</b> &gt;&gt;</p>
<p>Heavy Duty Meat Cheese Food Deli Slicer-for Rey R1350e                  (In stock)                  eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of items... <a href="#">More at eBay</a></p>	<p><b>eBay</b>                    1,139 store reviews                  See store info</p>	<p><b>\$2,882.00</b>                  (includes tax)                  Shipping not incl.                  at eBay</p> <p><b>SEE IT</b> &gt;&gt;</p>
<p>Univex 8512 - Max Slicer, 12 in Gear Driven, 1/2 HP, 115V/1PH  <b>KaTom Restaurant Supply - 100% woman owned! 21 years, 26,000 products!</b> (In stock)                  Designed for volume production of numerous food preparation tasks. Whether coarse or fine cutting or blending of ingredients, the BC14 is labor-saving... <a href="#">More at KaTom Restaurant Supply</a></p>	<p><b>KaTom</b>                    81 store reviews                  See store info                  1-800-541-8883</p>	<p><b>\$3,304.00</b>                  (includes tax)                  Shipping not incl.                  at KaTom Restaurant Supply</p> <p><b>SEE IT</b> &gt;&gt;</p>
<p>Anvil 12" Start Heavy Duty Cheese &amp; Meat Slicer Sir7412                  (In stock)                  eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of items... <a href="#">More at eBay</a></p>	<p><b>eBay</b>                    1,139 store reviews                  See store info</p>	<p><b>\$1,639.99</b>                  (includes tax)                  Shipping not incl.                  at eBay</p> <p><b>SEE IT</b> &gt;&gt;</p>
<p>Anvil 12" Start Heavy Duty Cheese &amp; Meat Slicer Sir7412                  (In stock)                  eBay offers you smart deals and the widest selection, ranging from the everyday basics to things that are as unique as yourself. With millions of items... <a href="#">More at eBay</a></p>	<p><b>eBay</b>                    1,139 store reviews                  See store info</p>	<p><b>\$1,639.99</b>                  (includes tax)                  Shipping not incl.                  at eBay</p> <p><b>SEE IT</b> &gt;&gt;</p>

Showing 1 - 13 of 13 items

[Why are these stores listed?](#) [Back to top](#)

**Sponsored Listings** ?

**Commercial Meat Slicers**  
 Globe & Berkel Restaurant Slicers. Wholesale Prices - Free Shipping!  
[RestaurantSource.com](#)

**Electric Meat Slicers**  
 Professional-Grade Electric Cheese Slicers. Fast Same-Day Shipping!  
[Parkers-Pantry.com](#)

**Meat Slicer**  
 Shop 562 products from 202 stores Shop everywhere at [www.Glimpse.com](#)  
[www.Glimpse.com](#)

**Meat Slicer at Amazon.com**  
 Low prices on meat slicer. Qualified orders over \$25 ship free  
[Amazon.com](#)

**Meat Slicer**  
 Let Our Experts Help You Find Meat Slicer  
[www.keidelappliances.com](#)

Prices are provided by the merchants. We assume no responsibility for accuracy of price information provided by merchants. Please alert us to any pricing discrepancies and we will alert the merchant. Sales taxes and shipping costs are estimated based on the geographical location of your IP address. You may provide your Zip code above if you would like to improve the accuracy of the sales tax and shipping cost estimates. Please check store for exact shipping costs. To learn more about why certain stores are listed on the site, [click here](#)

Product specifications are obtained from third parties, and while we make every effort to assure the accuracy of product information, we do

not assume any liability for inaccuracies. Store ratings and product reviews are written and submitted by online shoppers to assist you as you shop. They do not reflect our opinions. We take no responsibility for the content of ratings and reviews submitted by users.

Related Searches:

dinnerware, flatware, homeandgarden kitchen, kitchen canister sets, canister sets, corelle dinnerware, dishes, charger plates, alfred meakin ltd platter, punch bowls, cookware, wine racks, spice racks, cup saucer, cheese planes, dish racks, karstadt, placemats, lazy susan, kitchen, more kitchen

Advertisement banner for an online exclusive deal. It features a stack of plates on the left, the text "Online Exclusive! Real Deal." in the center, and the Verizon Wireless logo on the right. A "Learn More" button is located at the bottom right of the banner.

What are you shopping for?  Search



Share your feedback

Home | About Shopping.com | Merchant Directory | Site index | Top Searches  
France Germany United Kingdom Australia USA  
eBay eBay Clasificados PayPal Apartments for Rent  
Join our Merchant Program | Join our Partner Program | Advertise with Us | Jobs  
Merchant Login | Help | User Agreement | Contact Us | Privacy | What's In Store blog | Workshop

Copyright © 2006-2009 Shopping.com

**Comcast**  
Authorized Retailer

Switch from DSL to Comcast High-Speed Internet and get way more!

**\$19.99** per month

Speeds up to 12 Mbps, McAfee® Security +Network® and more.

Get this limited time offer now!

[Click here for details](#)



JOIN **site to store** BUSINESS

For the Home

Store Finder ▾ Local Ad ▾ Top Products ▾ Sign In/New ▾ Track Orders ▾ [Help](#)

[See All Departments](#) ▾ [For the Home](#) ▾ [Appliances](#) ▾ [Kitchen Appliances](#) ▾ [Blenders & Juicers](#)

**BRAUN**



[Enlarge image](#)

**Braun 5-Speed PowerMax Jug Blender, 54184719**

**\$44.44**

**Buy Online**

Not Sold Online

**Find in Stores**

Not Sold In Stores

**Information below:**

- [Features & Specifications](#)
- [Accessories to Buy](#)
- [May We Also Suggest](#)
- [Shipping & Delivery](#)
- [Gifting Options](#)
- [Payment Options](#)

**May We Also Suggest**



[Haier 400 Watt Food Processor](#)  
★★★★★  
**\$69.87**



[Sunbeam Heritage Series White 4.6-Ot. Mixmaster Stand Mixer, 2350](#)  
★★★★★  
**\$98.00**

↓ [See more below](#)

**People Who Viewed Braun 5-Speed PowerMax Jug Blender, 54184719 Also Viewed**



[Braun PowerMax Jug Blender, White](#)



[Oster 600-Watt Fusion Blender](#)

**site to store**  
★★★★★



[Black & Decker Power Pro 7-Speed Blender...](#)

★★★★★



[Oster 2-Speed Classic Beehive Blender...](#)

★★★★★



[Oster 12-Speed Osterizer Blender With Food...](#)

ROLLBACK  
★★★★★

[Top of Page](#)

**People Who Viewed Braun 5-Speed PowerMax Jug Blender, 54184719 Also Viewed**



[Braun Men's Shaver Pulsonic Shaving System](#)

★★★★★



[Paige White Desk](#)

**site to store**



[Bedford Corner Laptop Desk/Table](#)



[Braun Men's Pulsonic Razor with LED Lights](#)

**site to store**  
★★★★★



[Corner Desk Black](#)

**site to store**

[Top of Page](#)

**Features & Specifications**

Prepare tall drinks, fruit purees, shakes and sorbets in seconds with the Braun PowerMax MX2050. It has 525 watts of power and a large-capacity glass jug for efficiency and ease of use. With five speeds to choose from, you can specify fineness of control and versatility of blending. This blender can also crush ice, blend soups and puree sauces.

- Five speeds for blending, pureeing, mixing, emulsifying and crushing
- Features a pulse button
- 525 watts of power
- Powerful, silent DC motor
- Glass blender jug (1.75 liter capacity)
- Removable stainless-steel blender blade
- Left- or right-handed jug positioning on base
- Triangular lid design allows pouring from three different positions
- Drip holes on lid allow liquid to be added while blending with stopper in place
- Combination stopper-measuring cap
- Dual safety system: Motor will only operate when jug and blade are properly placed on detection points
- Clean function allows jug to be cleaned without disassembly
- Attachments and blender jug are dishwasher safe
- Dimensions: 7"W x 7.38"D x 15.25"H
- Includes cord storage
- Model No. MX2050

Model No.:	MX2050
Shipping Weight (in pounds):	7.8
Product in Inches (L x W x H):	7.0 x 7.38 x 15.25
Instruction Manual:	Y
Instruction Languages:	English, French, Spanish
Assembled in Country of Origin:	Imported
Origin of Components:	Imported
Wal-Mart No.:	001536317

[Top of Page](#)

### Accessories to Buy



**Jack LaLanne's Power Juicer**

AS SEEN ON TV

★★★★★

**\$99.98**

Add to order

[Top of Page](#)

### May We Also Suggest



**Haier 400 Watt Food Processor**

**\$69.87**

Save time chopping, slicing, dicing and mincing with this handy food processor



**Sunbeam Heritage Series White 4.6-Qt. Mixmaster Stand Mixer, 2350**

**\$98.00**

- 350 watts of power
- 12 variable speeds
- 3-way mixing action

**The Original Magic Bullet Express Blender/Mixer System**



**\$54.97**

The magic bullet grates, grinds, blends and mixes frozen drinks all in 10 seconds; 17-piece set

**Browse for similar items in :**

- [Home Page](#) > [For the Home](#) > [Appliances](#) > [Kitchen Appliances](#) > [Food Processors & Slicers](#)
- [Home Page](#) > [For the Home](#) > [Appliances](#) > [Kitchen Appliances](#) > [Mixers & Attachments](#)
- [Home Page](#) > [For the Home](#) > [Appliances](#) > [Kitchen Appliances](#) > [Blenders & Juicers](#)

[Top of Page](#)

## Shipping & Delivery

---

**Processing time** for an item is the time from when you submit your order to when the item leaves the warehouse. You can usually find an item's processing time when you click "See estimated arrival date" on the item page.

**Shipping time** is from when the item leaves the warehouse to when it arrives at your door. See shipping time below.

The arrival date-range of each item is determined by adding the minimum of the processing time to the minimum of the shipping time and the maximum of the processing time to the maximum of the shipping time. For instance, if you bought a music CD that took 1 to 2 business days to process before shipping and you had it sent by Standard shipping (3 to 5 business days), the CD would arrive in 4 to 9 business days.

You will usually see the estimated arrival date-range when you click "See estimated arrival date" on the item page. You will see the actual arrival date-range during checkout.

Standard Shipping times apply to items being sent to the 48 contiguous states. For Standard Shipping to Alaska, Hawaii or Puerto Rico, add 2-4 days. Shipments to APO / FPO addresses should arrive in 3-6 weeks.

**Please note:** Delivery of oversize items is limited to street addresses in the 48 contiguous states. You will see the estimated arrival date during checkout after you choose a shipping address.

[Top of Page](#)

## Gifting Options

---

The following available options may be selected during checkout:



**Gift Wrap:** Items will come in a classic, blue gift box tied with a white ribbon. Some larger items will come in a blue gift bag. Click image to enlarge it.

**Gift Message:** Add a personal note that we'll include with your gift.

**Gift Receipt:** When you add other gift options, we'll include a receipt that keeps the price a secret but makes it easy to exchange or return an item.

[Top of Page](#)

## Payment Options

---

### Enjoy Great Financing!



Make the most of your shopping with these great Wal-Mart® Discover® or Wal-Mart Credit Card financing offers:

- Minimum monthly payments required
- No interest offer applies to Walmart.com purchases over \$250, and must be paid within 12 months. Offer good through May 31, 2009.
- Purchase must be made with a Wal-Mart® Discover® or Wal-Mart® Credit Card

[Offer Details and Card Application](#)

### No Payment Offer - Enjoy No Payments for up to 6 Months!

#### Bill Me Later

Buy now and pay nothing for up to 6 months with Bill Me Later®. It's the quick, easy, secure way to buy online without using your credit card. Simply select Bill Me Later® at checkout, enter top-of-mind information, and in a few easy steps you're done! Subject to credit approval.

- No Payments for 90 Days on orders of \$250 or more
- No Payments for 6 Months on orders of \$750 or more

[Learn More About This Offer](#)

### Other Payment Options

- [PayPal®](#) — [learn more](#)
- [Bill Me Later®](#) — see details
- [Wal-Mart Credit Card](#)
- [Wal-Mart Gift Card](#)
- American Express, Discover and Wal-Mart Discover, MasterCard, Visa (What if my card is from a non-U.S. bank?)\*\*

\* We're sorry, but at this time we do not accept checks, money orders or the Wal-Mart Community and Business Card. Please do not send cash.

\*\* To ensure the safety and security of your financial information and prevent unauthorized use of your credit or debit card, Walmart.com performs security checks, in partnership with third parties. Unfortunately, some non-US based cards may not pass the designated information and security checks. Failure to meet the appropriate security criteria will prevent Walmart.com from completing your transaction. A notification with the final status of your order will be sent via email; however, to ensure the security and privacy of our customers, we will be unable to provide additional details for any incomplete orders.

[Top of Page](#)

## Pricing Policy

### About Our Prices

We strive to provide you with the lowest prices possible on Walmart.com as well as in our stores. However, sometimes a price online does not match the price in a store. Walmart.com's prices may be either higher or lower than local store prices. Our local stores do not honor Walmart.com pricing or competitor advertisements from outside of a store's local trade territory.

[Top of Page](#)



**Don't Miss a Single Rollback or Special Offer!**

Get the Wal-Mart Wire:

• [More Newsletters](#) • [Privacy Policy](#)

Learn about new clearance items and exclusive music releases.

**ABOUT WALMART.COM**

- [About Walmart.com](#)
- [Site Directory](#)
- [Sign Up for Email or RSS Feeds](#)
- [Join Our Affiliate Program](#)
- [About Our Ads](#)
- [Security & Privacy](#)
- [Terms of Use](#)
- [International Customers](#)
- [Careers at Walmart.com](#)

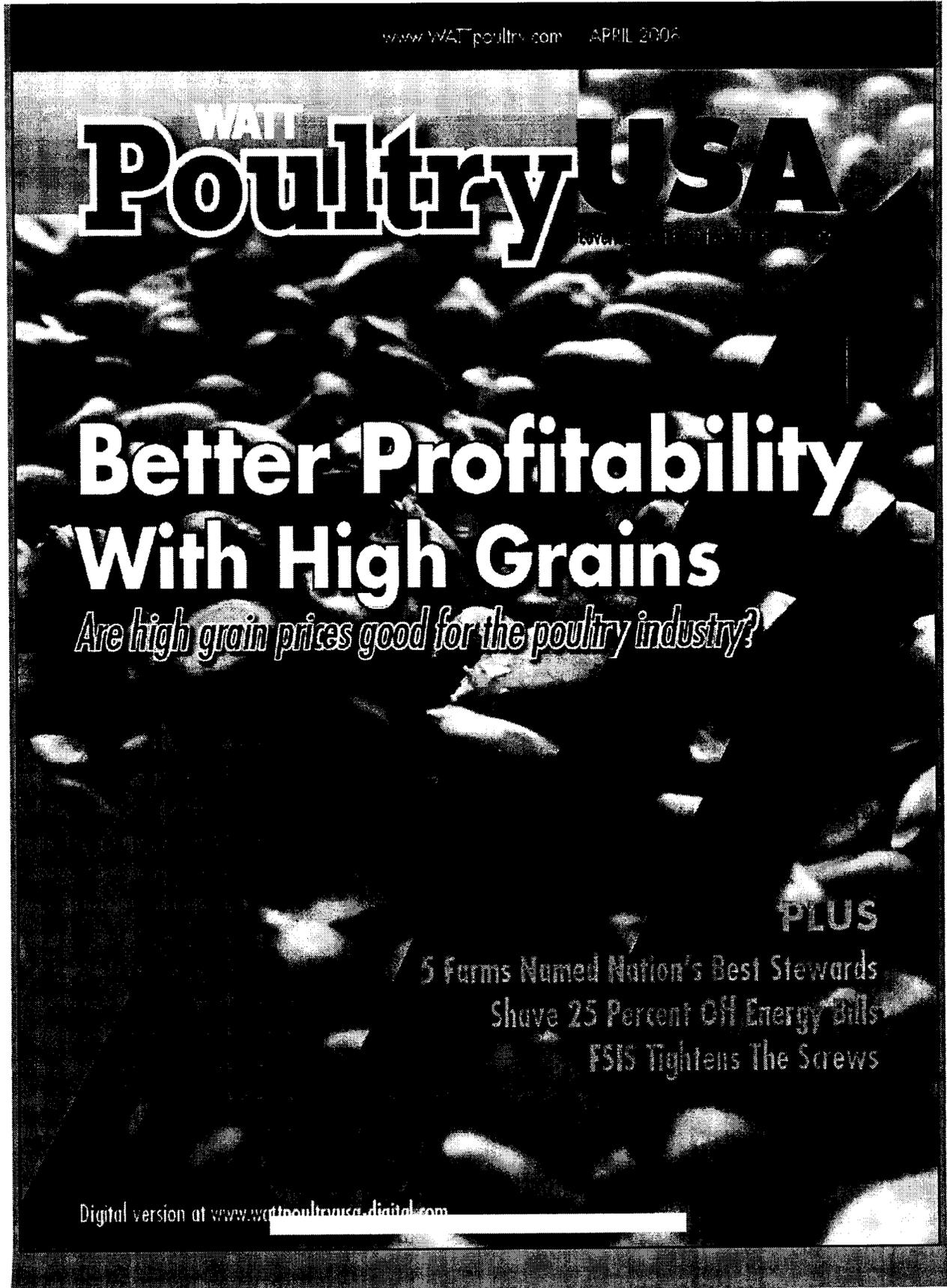
**ABOUT WAL-MART STORES**

- [Store Finder](#)
- [Wal-Mart Stores, Inc.](#)
- [Wal-Mart Blog](#)
- [Wal-Mart Facts](#)
- [Wal-Mart Sustainability](#)
- [Wal-Mart Credit Cards](#)
- [Wal-Mart Associates](#)
- [Careers at Wal-Mart](#)

**HELP**

- [Online Customer Service](#)
- [Track Your Order](#)
- [Questions About Your Order](#)
- [Shipping Costs & Times](#)
- [Our Return Policy](#)
- [Return an Item](#)
- [Product Recall Info](#)
- [MSDS](#)
- [Registry or Wish List](#)

© 2009 Wal-Mart Stores, Inc.



» RESEARCH DIGEST

### Chicken Extract May Slow Aging?

A Japanese company (Nippon Meat Packers, Inc.) markets a chicken breast meat extract called CBEX, which is produced by hot water extraction (essentially boiling). CBEX is sold as a nutritional supplement and food additive containing high levels of two peptides (carnosine and anserine), which are found in muscle foods.

Carnosine and anserine have strong antioxidant properties and have been found to prevent the formation of advanced glycation end-products. Accumulation of these products in cells results in the biochemical process of aging. These products are linked to age-related defects in humans that are both cosmetic (age spots) and serious health concerns (cardiovascular disease, dementia). Carnosine and anserine have also been shown to reduce muscle fatigue in mice and humans and several researchers have suggested these compounds could effectively treat Parkinson's and related diseases. In another study, eight human males ingested CBEX before intense exercise and while CBEX did prevent muscle pH decline, it did not result in improved exercise performance. A separate study in humans found that longer-term ingestion (30 days) of CBEX did improve exercise endurance especially in longer exercise sessions.

**For additional research,  
www.WATTpoultry.com/  
0804USAresearch.aspx**

The current study was conducted to determine the safety of CBEX for use as a dietary ingredient. Several different tests were conducted including standard mutagenicity and toxicity tests. The results of 90-day rat feeding found no toxic effects when fed at expected levels and no tendency for CBEX to cause mutations. The authors concluded that the use of CBEX in foods would not produce any adverse health effects in humans. For the poultry industry, there may be new value-added products that can be isolated from meat that can be used as fortifying food ingredients.

M. Sato, N. Karasawa, M. Shimizu, F. Morimatsu and R. Yamada; 2008. Safety evaluation of chicken breast meat extract containing carnosine and anserine. *Food and Chemical Toxicology*, 46: 480-489.

Reviewed by Paul L. Dawson, Ph.D., Food Science and Human Nutrition Department, Clemson University, Clemson, SC 29634-0316; Phone (864) 656-1138; Fax (864) 656-0331; Email pdawson@clemson.edu.

## Biological Solutions for Coccidiosis Control



Dr. David Chapman



Dr. John A. Smith



Dr. Larry McDougald

A discussion of the biological control of coccidiosis and how to manage a broiler flock utilizing biological control solutions:



This informative, one-hour session is FREE, and will be held online on April 23, 2008 at 11a.m. Eastern.

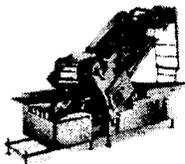
Advanced registration for this event is at:  
[www.wattpoultry.com/webinars.aspx](http://www.wattpoultry.com/webinars.aspx)

\*A high-speed Internet connection is required to view the online session.

**Poultry**

**PRECISE THICKNESS ADJUSTMENT**

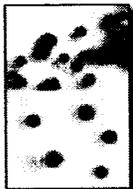
The PowerMax4000 Slicer from Formax, Inc., has scaling systems which provide feedback used to adjust the thickness of subsequent slices by thousandths of an inch offering the proper stack weight for fixed weight items. Each lane has its own drive and scale for the log it is slicing. Laser guards allow the machine to be operated safely, eliminating metal guarding which can make the machine harder to clean and sanitize.



**Formax, Inc.**  
 Phone (708) 479-3500  
 E-mail [marketing@formaxinc.com](mailto:marketing@formaxinc.com)  
 Website [www.formaxinc.com](http://www.formaxinc.com)

**COLIFORM SCREENING**

HardyCHROM Coliform from Hardy Diagnostics is an easy, one-step process to screen for the presence of coliforms. The process allows for recognition of coliforms at a glance based on colony color. A special chromogenic mix causes *Escherichia coli* to produce blue colonies, while other coliforms produce pink colonies. Non-coliforms grow as colorless colonies.



**Hardy Diagnostics**  
 Phone (800) 266-2222, x5696  
 E-mail [catanic@hardydiagnostics.com](mailto:catanic@hardydiagnostics.com)  
 Website [www.HardyDiagnostics.com](http://www.HardyDiagnostics.com)

**BREADING LINE**



FMCFoodTech introduced the Stein 5-STAR Homestyle Breader, a linear breading application system. Full belt width product loading keeps products in a linear orientation as they are coated. Once products receive a top and

bottom layer of breading, they descend through five star wheels which simulate the manual breading process. Discharge height and belt flip conveyor, and speeds for the star wheels, infeed and intermediate conveyors are adjustable. Enclosed design, gravity-locking side access doors and a full hood with dust-collection ports reduce the amount of dust expelled from the breader.

**FMC FoodTech**  
 Phone (800) 447-2630  
 Fax (312) 861-6011  
 E-mail [fmcfoodtech.info@fmcti.com](mailto:fmcfoodtech.info@fmcti.com)  
 Website [www.fmcfoodtech.com](http://www.fmcfoodtech.com)

**RIGHT-ANGLE REDUCER**

Sumitomo introduces the Hyponic Quill designed for motor specification flexibility. Features include: patented hypoid gear technology, maintenance-free grease lubrication, compact modular housing combined with a new c-face quill input, and antimicrobial DuPont Alesta AM powder coat finish. The NSF Standard 51 antimicrobial power coating inhibits bacteria, mold and fungus growth.



**Sumitomo Drive Technologies**  
 Phone (757) 485-3355, x612  
 Fax (757) 487-3193  
 E-mail [mbronson@suminet.com](mailto:mbronson@suminet.com)  
 Website [www.smcyclo.com](http://www.smcyclo.com)

**ROBOTIC PACKING AND PALLETIZING**



CRP-1000, a robotic case packer for high speed, cost effective, end of line case packing and palletizing. Traypack product can be boxed robotically, even if multiple

products are run on the same line.

**Prime Equipment Group or CAMotion Inc.**  
 Phone (614) 253-8590 or (404) 874-0090  
 Fax (614) 253-6966 or (404) 920-0734  
 E-mail [jjames@primeequipmentgroup.com](mailto:jjames@primeequipmentgroup.com)  
 Websites [www.primerequipment.com](http://www.primerequipment.com) or [www.camotion.com](http://www.camotion.com)



If you're in the Food Sanitation Business, you'll find yourself saying that a lot once you get to know Chris Ceusta. He's the Manager of Spartan Chemical Processing Division, responsible for a whole Department dedicated to Food Processing. It's just as important to get Chris's many, many years of practical, hands-on experience working with Food Safety and Quality Professionals in Commercial, Institutional, Industrial and Government arenas throughout the United States, so he knows your business. He can streamline your sanitation chemical inventory, customize and simplify your training procedures. Reduce your overall production costs. Make your job easier!

**CALL CHRIS NOW!**  
 1-800-537-8990

It just might be the most productive call you've placed in a long time!

Chris Ceusta  
 Food Processing Manager  
 Spartan Chemical Company, Inc.  
 1110 Spartan Drive  
 Maumee, Ohio 43537  
[www.ssa-1nchechemical.com](http://www.ssa-1nchechemical.com)



800.12.05

Web Images Maps News Shopping Gmail more v

My Shopping List



electric blenders

Search Products

Search the Web

Advanced Product Search Preferences

Products

Results 1 - 10 of about 236 for electric blenders. (0.12 seconds)

Special Wal-Mart Savings

www.Walmart.com/Pampers Find a New Way to Save on Pampers®. Get Info Now on Wal-Mart Offer!

Blenders At Lowe's®

www.Lowes.com Find A Huge Selection Of Top-Brand Blenders At Lowe's® Official Site!

Show only:  Google Checkout  Free shipping Show grid view Sort by: Relevance

Tax and shipping for Chicago, IL 60018 - Change



Blend Stat Adv In-Cnt 48Z (15-0393)

Category: Electric Juicers ... Similar recent searches: 40002 Electric Juicers. Electric Juicers. SKU:15-0393 ALT:40002 Manufacturer: Vita-Mix Corporation, Blenders and Juicers. Add to Shopping List

\$1,122.04

Free shipping ReStockIt  ★★★★★ 222 seller ratings



Blending Station Advance Electric On-Counter Blender Station with ...

... removable cover hinge design, 20 lbs. / 9.1 kgThe On-Counter Blending Station blenders offer six different programs allowing you to blend any kind of dri. Add to Shopping List

\$951.11

\$951.11 with tax and free shipping Instawares ★★★★★ 698 seller ratings



Blending Station Advance Electric On-Counter Blender Station with ...

9.1 kgThe On-Counter Blending Station blenders offer six different programs allowing you to blend any kind of dri Blending Station Advance Electric-36006. Add to Shopping List

\$951.11

Suitesupply 4 seller ratings



Blender Tempest 2 Speed, 64 Ounce (15-0397) Category: Electric ...

... recent searches: HBH650 Electric Juicers. Electric Juicers. SKU:15-0397 ALT:HBH650 Manufacturer: Hamilton Beach/ Procter Silex, Blenders and Juicers. Add to Shopping List

\$518.06

Free shipping ReStockIt  ★★★★★ 222 seller ratings



1ea FMA JC 3/4 HP 3450 RPM Electric Juicer

OMCAN - FMA - 1ea FMA JC 3/4 HP 3450 RPM Electric Juicer in Blenders, Mixers & Juicers at ACityDiscount. Add to Shopping List

\$937.28

ACityDiscount Restau... ★★★★★ 24 seller ratings



1EA FMA 3/4 HP, 3450 RPM, ELECTRIC JUICER SMALLWARES

Find 1EA FMA 3/4 HP, 3450 RPM, ELECTRIC JUICER SMALLWARES on eBay in the category Business ... Beverage Equipment>Blenders, Mixers & Juicers for \$923.81. Add to Shopping List

\$923.81

eBay



Hamilton (97510): Electric Glass Washer, submersible motor, (4) ...

Electric Glass Washer, submersible motor, (4) standard and (1) 8" brushes, on/off switch, 1/3HP, 120V, 60Hz, cULus, 1 year warranty. .... Add to Shopping List

\$511.11

Kitchen Supply Direc... 3 seller ratings

Shop Blenders at CHEFS

blenders by Breville, Krups KitchenAid, Cuisinart & more www.CHEFScatalog.com

Google Checkout

Blenders

Quality Blenders of many top brands Huge selection and Low Prices. www.BeverageFactory.com

Vita-Mix 5200. Free ship.

MAGICAL blender. Hot soup-Ice cream 35 processes without attachments. VitaMix.com/5200

Electric Blender

Save on Kitchen Appliances by Cuisinart, KitchenAid & More. www.SplendidLife.com

Electric Blenders

Discover Your Deal Save on Electric Blenders! Shopzilla.com

Blender Sale. Ship Free

Large Selection, Top Quality Brands Ira Woods, est. 1918. Viking & more IraWoods.com/BlendersOnSale

Electric Blenders Sale

Top Rated Blenders Site. Low Prices, 30% Off & Fast Shipping! www.BlendersDirect.com

Google Checkout

Discount Blenders at HSN

Great Prices on Name Brand Kitchen Blenders at HSN - Shop Now & Save! www.HSN.com



**48 Ounce On-Counter Blending System (04-0019) Category: Electric ...**  
 The On-Counter Blending Station **blenders** offer six different programs allowing you ... **Electric** Juicers.  
 UPC:08808774600 SKU:04-0019 ALT:35100  
 Manufacturer: ...  
[Add to Shopping List](#)

**\$929.41**  
 Free shipping  
 ReStockIt   
 ★★★★★ 220 seller ratings



**Santos Orange Lemon Citrus Electric Juicer Commercial 10C**  
 Santos - Santos Orange Lemon Citrus **Electric** Juicer Commercial 10C in **Blenders, Mixers & Juicers** at ACityDiscount.  
[Add to Shopping List](#)

**\$807.80**  
 ACityDiscount Restau...  
 ★★★★★ 23 seller ratings



**48 Ounce Barboss Food Blender (04-0421) Category: Electric Juicers ...**  
 ... 48 Ounce Barboss Food **Blender**, 5029, Juicers - **Electric. Electric** Juicers. SKU:04-0421 ALT:5029  
 Manufacturer: Vita-Mix Corporation, **Blenders** and Juicers.  
[Add to Shopping List](#)

**\$507.53**  
 Free shipping  
 ReStockIt   
 ★★★★★ 220 seller ratings

Refine product results for: **electric blenders**

**electric blenders** > Over \$500.00

Price range

\$  to \$

Brands

- [Minn kota](#)
- [Waring](#)
- [Martin](#)
- [Lynx](#)
- [Ibanez](#)
- [More »](#)

Stores

- [eBay](#)
- [ReStockIt](#)
- [tourist-paradise.com](#)
- [Hgtv.com](#)
- [all2ools.com](#)
- [More »](#)

Seller rating

- [4 stars and up](#)
- [3 stars and up](#)
- [2 stars and up](#)
- [Has a rating](#)
- [More »](#)

Google

1 2 3 4 5 6 7 8 9 10 [Next](#)

[Accepts Google Checkout](#) - [Information for Sellers](#) - [Help](#)

[Google Home](#) - [Advertising Solutions](#) - [Business Solutions](#) - [About Google](#)

Google does not charge for inclusion in its search results or accept payment for better placement.  
 Tax and shipping costs are estimates.



commercial electric meat slicer

Search Products

Search the Web

Advanced Product Search Preferences

Products

Results 1 - 10 of about 25 for commercial electric meat slicer. (0.14 seconds)

Commercial Cutter

www.Grainger.com Innovative, Long-Lasting Tools For Industrial Use. Same Day Shipping!

Commercial Meat Slicers

RestaurantSource.com Globe & Berkel Restaurant Slicers. Wholesale Prices - Free Shipping!

Show only:  Google Checkout  Free shipping [Show grid view](#) Sort by: **Relevance**

Tax and shipping for Chicago, IL 60018 - [Change](#)

Sponsored Links

Sponsored Links

**Meat Slicer**

We Offer 1,000+ Food Slicers. Save on **Meat Slicer!** FoodSlicers.BizRate.com

**Meat Slicers at Ace Mart**

Shop **Commercial Quality Meat Slicers** from Hobart, Berkel & More. www.AceMart.com

[appliance mechanical](#)

appliance repair in Chicago ill appliance n mechanical services [appliancemechanical.com](#)

**Deli Meat Slicers**

Save on **Commercial Deli slicers** Largest Selection and Best Service www.TamcoFoodEquipment.com

**Special Cricut TV offer**

The fun, fast & easy to use creativity machine [www.getmycricut.com](#)

**Commercial Slicer**

Save Up to 70% at Dr. Leonards. Free Shipping on All Orders! [www.DrLeonards.com](#)

**Meat Slicer at Amazon.com**

Low prices on **meat slicer**. Free Shipping on qualified orders [Amazon.com](#)

**Electric Meat Slicer**

Food Processing at Northern Tool - 110% Lowest Price Guarantee. [www.NorthernTool.com](#)



**Eurodib Manual Electric Slicer Mirra300NU**

**FREE SHIPPING**

Find Eurodib Manual **Electric Slicer** Mirra300NU FREE SHIPPING on eBay in the ... Catering>**Commercial** Kitchen Equipment>Food Preparation Equipment>**Slicers** for .... [Add to Shopping List](#)

**\$949.00**

eBay



**12 Inch Space Saver Manual Electric Slicer**

Find 12 Inch Space Saver Manual **Electric Slicer** on eBay in the category ... Catering>**Commercial** Kitchen Equipment>Food Preparation Equipment>**Slicers** for .... [Add to Shopping List](#)

**\$795.00**

eBay



**12 Inch Manual Electric Slicer**

Find 12 Inch Manual **Electric Slicer** on eBay in the category Business ... Catering>**Commercial** Kitchen Equipment>Food Preparation Equipment>**Slicers** for .... [Add to Shopping List](#)

**\$919.99**

eBay



**Heavy Duty 12" Manual Electric Slicer**

Find Heavy Duty 12" Manual **Electric Slicer** on eBay in the category Business ... Catering>**Commercial** Kitchen Equipment>Food Preparation Equipment>**Slicers** for .... [Add to Shopping List](#)

**\$1,324.99**

eBay



**Sirman Automatic Electric Slicer - Galileo 350**

Sirman Automatic **Electric Slicer** - Galileo 350 Made of durable anodized & polished aluminum alloy and stainless steel. Features precision depth control and .... [Add to Shopping List](#)

**\$4,499.95**

Living Right

★★★★★ 373 seller ratings



**Sirman Automatic Electric Slicer - Galileo 385**

Sirman Automatic **Electric Slicer** - Galileo 385 Made of durable anodized & polished aluminum alloy and stainless steel. Features precision depth control and .... [Add to Shopping List](#)

**\$4,649.95**

Living Right

★★★★★ 367 seller ratings



**Sirman Automatic Electric Slicer - Galileo 370**

Sirman Automatic **Electric Slicer** - Galileo 370 Made of durable anodized & polished aluminum alloy and stainless steel. Features precision depth control and .... [Add to Shopping List](#)

**\$4,549.95**

Living Right

★★★★★ 367 seller ratings



**Automatic 12" Electric Slicer**

Find Automatic 12" **Electric Slicer** on eBay in the category Business ... Catering>**Commercial** Kitchen Equipment>Food Preparation Equipment>**Slicers** for .... [Add to Shopping List](#)

**\$3,699.99**

eBay



**Robot Coupe R300C Commercial Food Processor**

Vegetable slicer in ABS polycarbonate with external ejection equipped with 2 ... Dimensions (H+L+W): 21 1/2" + 11 15/16" + 13 1/16" ETL **Electrical** and ...  
[Add to Shopping List](#)

**\$995.00**  
[akitchen.com](#)



**Electric Slicer 12" Blade 1/4 HP Cuts 1/2" Maximum NEW**

Find **Electric Slicer 12" Blade 1/4 HP Cuts 1/2" Maximum NEW** on eBay in the ... Catering>**Commercial Kitchen Equipment**>Food Preparation Equipment>**Slicers** for ....  
[Add to Shopping List](#)

**\$750.00**  
[eBay](#)

Refine product results for: **commercial electric meat slicer**

**commercial electric meat slicer > Over \$600.00**

Price range

\$ 600 to \$

Stores

- [eBay](#)
- [Chef Knives To Go](#)
- [Living Right](#)
- [MetroKitchen](#)
- [ShipTheWeb](#)
- [More »](#)

Seller rating

- [4 stars and up](#)
- [3 stars and up](#)
- [2 stars and up](#)
- [Has a rating](#)
- [More »](#)

Google ►  
1 2 3 **Next**

commercial electric meat slicer

[Accepts Google Checkout](#) - [Information for Sellers](#) - [Help](#)

[Google Home](#) - [Advertising Solutions](#) - [Business Solutions](#) - [About Google](#)

Google does not charge for inclusion in its search results or accept payment for better placement.  
Tax and shipping costs are estimates.