



Case study

Really clean air. Really good muesli.



Customer

mymuesli



Location

Passau (DE)



Sector

Food
production



Dust reduction

-5 kg in
3 months

At a glance

“At mymuesli, we believe in going the extra mile to ensure we maintain a product of the highest quality for our customers. The air purifiers from Zehnder Clean Air Solutions have enabled us to do just this.”

Pamir Mirzababa, Project Manager Engineer

Challenges

As the mymuesli product portfolio continued to grow extensively, so did the occurrence of tea, cereal, and berry dust in the mixing and production areas of the company. While this might sound like a delicious problem, these particulates actually present a high burden on the human lungs.

Despite frequent and extensive cleaning efforts, staff members could not satisfactorily contain the problem in the long term. As a result, mymuesli knew that they needed to seek out an external solution.

This is where Zehnder Clean Air Solutions came into play.

About mymuesli

In 2007, three friends from university founded mymuesli. mymuesli offers its customers the opportunity to customise their muesli according to their own preferences from over 566 quadrillion possible combinations, using a wide range of organic ingredients, such as fruits, nuts, and superfoods.

Today, the Passau based company produces a range of diverse, high-quality breakfast cereals and complementary products, such as healthy snacks and organic leaf teas. As of

Benefits

Zehnder Clean Air Solutions installed a total of five air cleaners in the mixing and production areas at mymuesli and the before-and-after effect was noticeable immediately. Within three months, a massive total of 5 kg of dust had been filtered out of the air!



2023, mymuesli employs around 400 people in Berlin and Passau and sells its products both in retail stores and via its own online shop.

Air purification at mymuesli

“It has to be varied, delicious, but also sustainable.” For Hubs, Phil, and Max, the three founders of mymuesli, that’s what makes the perfect muesli.

As mymuesli and its product portfolio continued to grow rapidly, the mymuesli team knew that they would have to pull out all the stops to continue to meet their own high quality standards. However, it was only a matter of time before „undesirable“ side effects from the increased production of **tea, cereal, and berry dust affected the production environment**. While this might sound like a delicious problem, these particulates actually present a **high burden on the human lungs**.

But not only that: **even tiny dust particles can become a danger to product purity due to the ingredient mist they create**. Aware of this, mymuesli started to implement frequent, extensive cleaning processes in order to protect its employees and its product quality.

However, these processes only had a limited effect. So, the mymuesli team decided it was time to get support from the air purification professionals.

“We knew we needed experts who really know what they’re talking about when it comes to air purification.” – Pamir Mirzababa, Project Manager Engineer at mymuesli.

5 kg of dust removed in just three months

The experts at Zehnder Clean Air Solution were able to help without delay and installed five air purification units in the production and filling areas of mymuesli. As a result: **the dust problem dissolved into (clean) air**.

In fact, within the first three months, a whole **5 kilogrammes of dust were filtered out of the air**. How? Because the experts at Zehnder Clean Air Solutions took the time to build up a comprehensive picture of the situation. Only when they’d done this did they diagnose the problem and recommend the best solution for the job.

Consequently, the solution Zehnder offered mymuesli got to the heart of the issue rather than just offering a bandaid, thereby delivering significant dust reduction for mymuesli. In fact, the team even recognised a significant improvement immediately after the installation of the air purifiers. “Straight away, the air we



breathe became much clearer!” – Employee feedback from mymuesli.

Satisfied team. Satisfied employer.

The installation of the air purifiers has not only ensured the quality of mymuesli’s products, but their employees also benefit from having clean air at their workplace. According to mymuesli, their employees are **more satisfied, more motivated, and can now do much less cleaning**, giving them their time back to focus on more important tasks.

However, Zehnder’s air purifiers haven’t just improved satisfaction within the mymuesli team. The **IFS certification** and the **regulations of the employers’ liability insurance association** could also be fulfilled due to mymuesli’s partnership with Zehnder Clean Air Solutions.

“For us, this venture has been a success on so many levels!” – Pamir Mirzababa, Project Manager Engineer at mymuesli



Zehnder Clean Air Solutions has a heart for muesli

At Zehnder Clean Air Solutions, clean air isn't the only thing high on the agenda. As muesli plays a daily part of many of our team members' mornings, it was an honour to support the mymuesli team with dust removal. Clean air for them. Great products for us.

"The cooperation with Zehnder Clean Air Solutions was extremely satisfactory. From consultation and planning to installation and commissioning, **we have always felt that we're in good hands**. The units are powerful and easy to operate, and the service is first-class. We recommend Zehnder Clean Air Solutions without reservation." – Pamir Mirzababa, Project Manager Engineer at mymuesli.