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AGA's protective gas concept leads to a growth in business

When the ready-made meals manufacturer Bröderna Franzén deepened their partnership with Picadeli, the use of protective gases became obvious. Thanks to an improved lifespan for salad products, the Motala-based company could considerably extend their geographical area of operations.

Mixum AB, which runs the trademark Bröderna Franzén, is one of the leading manufacturers in Sweden of ready-made meals. Their customers are in the hotel, restaurant and catering industries, the food industry and food retail (with supermarket chains like ICA, Coop and Hemköp). The company supplies, among other things, pasta and pasta-mixes: on average, it supplies 2,500 tonnes of pasta per year and 600–700 tonnes of bulgur wheat, quinoa, couscous and noodles. Mixum also offers boiled and peeled eggs, Swedish Smörgåstårter and a range of other ready-made meals.

Protective gases make it possible to operate in neighbouring Finland

During the spring of 2015, Picadeli became the majority shareholder in Mixum AB. Picadeli, which is a shop-in-shop solution with buffet salad counters, extended the company's product range with fresh salads, which meant that durability became a major challenge. Mixum has used protective gases on a small scale for about 10 years but through the extended partnership with Picadeli, the needs increased considerably.

"The use of protective gases is an absolute necessity for us," says Magnus Franzén, CEO of Mixum. "If we did not use protective gases, the salads, for example, would only last 5 or 6 days. That would mean that it would not be possible to distribute these across the country and throughout Finland." Over the last few years, Mixum has grown in strength along with Picadeli and according to Magnus Franzén, the company will continue to grow the business.

"AGA's MAP gases changes the lifespan in a natural way without affecting the flavour, consistency or visual appearance. Mixum uses a mixture of AGA's carbon dioxide and nitrogen, where nitrogen (N₂) is 60% and carbon dioxide (CO₂) is 40%. Initially, we purchased ready-mixed gases in bottles and packages, but today the protective gases are supplied to the company by large tanker trucks." According to Magnus Franzén, the greatest advantage of buying liquid carbon dioxide and nitrogen is the beneficial price, which means that this ready-meal manufacturer can compete with the rest of Europe.

Why did you choose AGA to supply your gases?

"We have tried purchasing protective gases from competitors but AGA offers the best overall solution and this partnership has worked very well," says Magnus Franzén happily.

Mixum AB, founded in 1989 by the Franzén family, today has approximately 85 employees. The company has won several awards, including "Business of the Year in Östergötland".

Find out more about Bröderna Franzén at: www.brodernafranzén.se
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