



Success Story: **Star of the West**



myBühler helps customers by making parts quoting and ordering a painless process

Star of the West Milling is a diversified agri-business with 150 years of flour milling tradition. With 5 flour mills in four different states, they are one of the largest flour milling companies in the United States. Their latest mill, in Willard, OH, is comprised completely of Bühler equipment and processes 600 tons of wheat a day. The relationship between Star of the West and Bühler goes back a long way, so it was no surprise that when Bühler first introduced the myBühler online platform, Star of the West jumped in as an early adopter.

Like all mills, the Willard mill flourishes on uptime and productivity. The challenge for Star of the West, was how to achieve and maintain that uptime. Commissioned in 2016, the Willard mill has more than 1,700 devices on the myBühler platform, including roughly 435 motors, that all have high demands for uptime.



For Rick Schnelker, Maintenance Superintendent for the Willard location, myBühler came with the promise to save precious maintenance time.

Time is of the essence

Rick, who was on the team that helped construct the Willard mill, has a great deal of experience when it comes to milling, and recognizes the importance of tools that will keep it running at its peak. Being one of the first myBühler users, Rick has seen the evolution of the platform as a real benefit to Star of the West. “We use myBühler at least three times, maybe four times a week,” says Rick. “It makes part delivery faster, more efficient.”

“ In a flour mill, you don’t have a large crew of people. So, anything that saves us a little time is important to us. ”

Rick Schnelker

Maintenance Superintendent
Star of the West Mills

A mill at your fingertips

To ensure the uptime requirements of the mill, the Star of the West team must be able to access all the necessary spare parts to perform maintenance. Rick tries to maintain a sufficient supply of spare and wear parts onsite, but adds, “You can’t cover everything.” The myBühler platform provides a reliable means to quickly identify order parts for stock replenishment or for emergency replacements. It gives them access to a catalog that includes all the machines in the mill with detailed descriptions for every spare part by machine and the possibility to quote, order, and even track the shipment directly from the platform, helping to make the process of locating and ordering parts a lot easier and saving valuable time.

“It makes my life a lot easier,” explains Rick. “It allows me to bring any machine up, find the part I need, and get it on order. In the mill, the quicker, the better! I’ve even ordered parts from my cell phone, standing beside the machine.”

Continuous improvement by, and for, our customers

The myBühler platform is always evolving. We listen to our customers like Rick, and their ideas and concerns, and launch new features and improvements all the time. When the Willard mill opened, the tool was very new, but Star of the West jumped on it regardless, and they have seen numerous improvements on it since then. Still, Rick sees areas for improvement and continues to provide valuable feedback on usability, scope of equipment, and logistics to the myBühler team. This gives the myBühler team the motivation to constantly improve the customer portal with new features based on the requirements of our customers, making it even easier to do business with Bühler.



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