

# Mali Customer Visit: How Clear Communication Secured an Order for a 300kg/h Long Pasta Line

## Introdução detalhada :

Recently, we had the pleasure of welcoming a valued customer from Mali to our production facility. As they prepared to launch a brand-new pasta manufacturing venture, they expressed significant interest in our high-efficient 300kg/h long pasta production line. While we had engaged in several rounds of online consultations prior to their arrival, the customer—being relatively new to the technical intricacies of pasta manufacturing—found many points difficult to grasp remotely. Recognizing the importance of a hands-on approach, they decided to visit our factory to resolve their remaining questions face-to-face.



## Bridging the Distance: A Three-Day Deep Dive

The visit spanned three productive days, characterized by a dynamic mix of on-site inspections and remote strategic meetings. Navigating a significant time difference required a high degree of flexibility; the customer needed to consult with their home-based team in Mali in real-time. To accommodate this, our team arranged meetings during early mornings and late evenings to ensure that communication remained seamless and no decision progress was delayed.

The customer arrived with several critical concerns that were vital to the success of their new factory:

**Verified Production Capacity:** They needed absolute certainty regarding the actual output of the 300kg/h

**Configuration of Drying Chambers:** They sought to understand the optimal number of chambers required to meet their specific goals.

The Drying Process: Their primary focus was on the delicate balance of temperature and humidity. They need to understand how these variables fluctuate across different stages, the exact duration of each step, and how various factors collectively ensure consistent, stable pasta quality.



### Technical Clarity and Practical Insights

To address these concerns, our technical engineers worked alongside the customer throughout the duration of the visit. We broke down the entire production cycle into manageable, easy-to-understand steps.

Regarding the drying section, we provided a detailed walkthrough of each stage, explaining the science behind temperature and humidity control. We demonstrated exactly why these parameters must shift during the process and how those changes directly impact the texture, strength, and shelf-life of the final product.

Furthermore, we shared valuable real-world production data. By comparing various layout options, we helped the customer visualize how the number of drying chambers influences both total production volume and operational flexibility. We also showcased our advanced automated control system, illustrating how it minimizes manual intervention while maintaining a rigorous standard of product stability.

### Building Confidence and Closing the Deal

As the technical "fog" cleared through these detailed discussions, the customer's confidence grew noticeably. It began as a series of technical doubts transformed into a clear, actionable vision for their new factory. After several days of intensive communication, they had gained a comprehensive understanding of the entire solution.

Ultimately, the customer officially confirmed their order for the 300kg/h long pasta production line. They expressed high satisfaction not only with our technical solutions—particularly the sophisticated drying system—but also with the clarity and patience of our explanations. Following the finalization of the technical specifications, the contract was signed, and the deposit was successfully paid.



## The Value of Professional Partnership

This successful collaboration highlights a fundamental truth in international trade: simple, transparent communication is essential, especially when dealing with complex, non-technical transitions. By providing guidance and flexible support, we were able to bridge the gap between technical complexity and the customer's business goals, building a foundation of deep trust.

As this project moves into the manufacturing and delivery phase, our commitment to the customer remains unchanged. We are dedicated to supporting them through every step of installation and commissioning, ensuring that their new factory in Mali becomes a benchmark for quality in the region. We look forward to a long-term, prosperous cooperation that grows alongside their business.