

A black and white photograph of an Air-Motion Roaster machine. The machine is a large, industrial-style coffee roaster with a cylindrical body and a conical top. It features a control panel on the left with several knobs and a digital display. A hopper for coffee beans is on the right. The machine is set against a dark background. Three red coffee bean icons are positioned on the left side of the machine, with dashed red lines extending from them towards the center. The text 'AIR-MOTION ROASTERS' is overlaid in large, white, sans-serif capital letters across the middle of the image. Below this, a semi-transparent grey banner contains the text 'HIGH PERFORMANCE AIR-ROASTING COFFEE MACHINES' in smaller, white, sans-serif capital letters. At the bottom left and center, there are two small rectangular labels with the 'AIR-MOTION' logo, which consists of three coffee beans and the brand name.

# AIR-MOTION ROASTERS

HIGH PERFORMANCE AIR-ROASTING COFFEE MACHINES





# WHY AIR-ROASTING?

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- Air-Roasting delivers the purest taste – in the shortest amount of time.
- Air-Roasting allows the removal of bean chaff during the roast process, preventing bean chaff from burning.
- Shorter roast times – The longer heat is applied to the coffee beans, the more flavour from the original bean is lost.
- Air-Roasted beans are roasted to temperature, as opposed to drum roasting where the beans are considered done when they reach a certain colour designated by the roaster.
- Air roasting provides better control over the roasting process.







AIR-ROASTING TECH

With an air roaster,  
the coffee beans float on a bed  
of hot air inside of the  
roasting chamber, keeping the  
beans at a consistent  
temperature throughout the  
roast process.



# Air-Motion Design Highlights

## ▶ NO GAS

The Air-Motion Roaster utilizes only electricity and no gas element, enhancing the safety aspect of the roast.

## ▶ TOTAL CONTROL

Set your roast profile and let the Air-Motion do its magic. Engage your senses of sight, sound, and smell.

## ▶ NO AFTERBURNER

No need to worry about toxic gases, smoke, unwanted smells, or dust. We are on the green team.

## ▶ ADAPTABILITY

Air-Motion Roasters are adaptable to your country's electrical standards and regulations.

## ▶ ROBUSTNESS

The roaster is designed to last, keeping you operational while saving you money and time.

## ▶ SUPER LOW EMISSIONS

If you love roasting coffee beans but also care about the environment, then this is the machine for you.



# ROAST CAPACITIES

The Air-Motion provides roasters with multiple roasting capacities, including 3kg, 6kg and 12kg roaster options

# CUSTOM BRANDING

Air-Motion are able to provide you with custom design options if you wish to incorporate your personal color options into the hardware design







# ELECTRICAL REQUIREMENT

Air-Motion are flexible in nature and may adapt to your country's requirement. Generally single or 3 phase / 120 or 230 Volt at a frequency of 60 Hz, depending on the roaster size, will be sufficient.

## OTHER REQUIREMENTS

Water point with shut off valve to provide water supply with 20mm connection point

An extraction ducting must be fitted from cyclone fan to atmosphere





INTERESTING FACT ABOUT COFFEE

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THE WORLD CONSUMES  
ROUGHLY 2.25 BILLION  
CUPS OF COFFEE  
EVERY DAY.



Extraction Motor  
& Fan

Extraction Ducting

Cyclone Extraction System  
Removes Dust, Smoke & Chaff

Water Dousing System  
Immediately stops the roast once target  
temperature is reached

Control Panel  
With Touchscreen Interface

Work Light

Tracking Roast Profiles  
With Real-Time Feedback

Roast Chamber

Exit Chute

18kw  
Immediate response electrical element bank

Blowers  
Providing clean, fresh air into roast chamber

Cooling Tray  
Fan Cooled



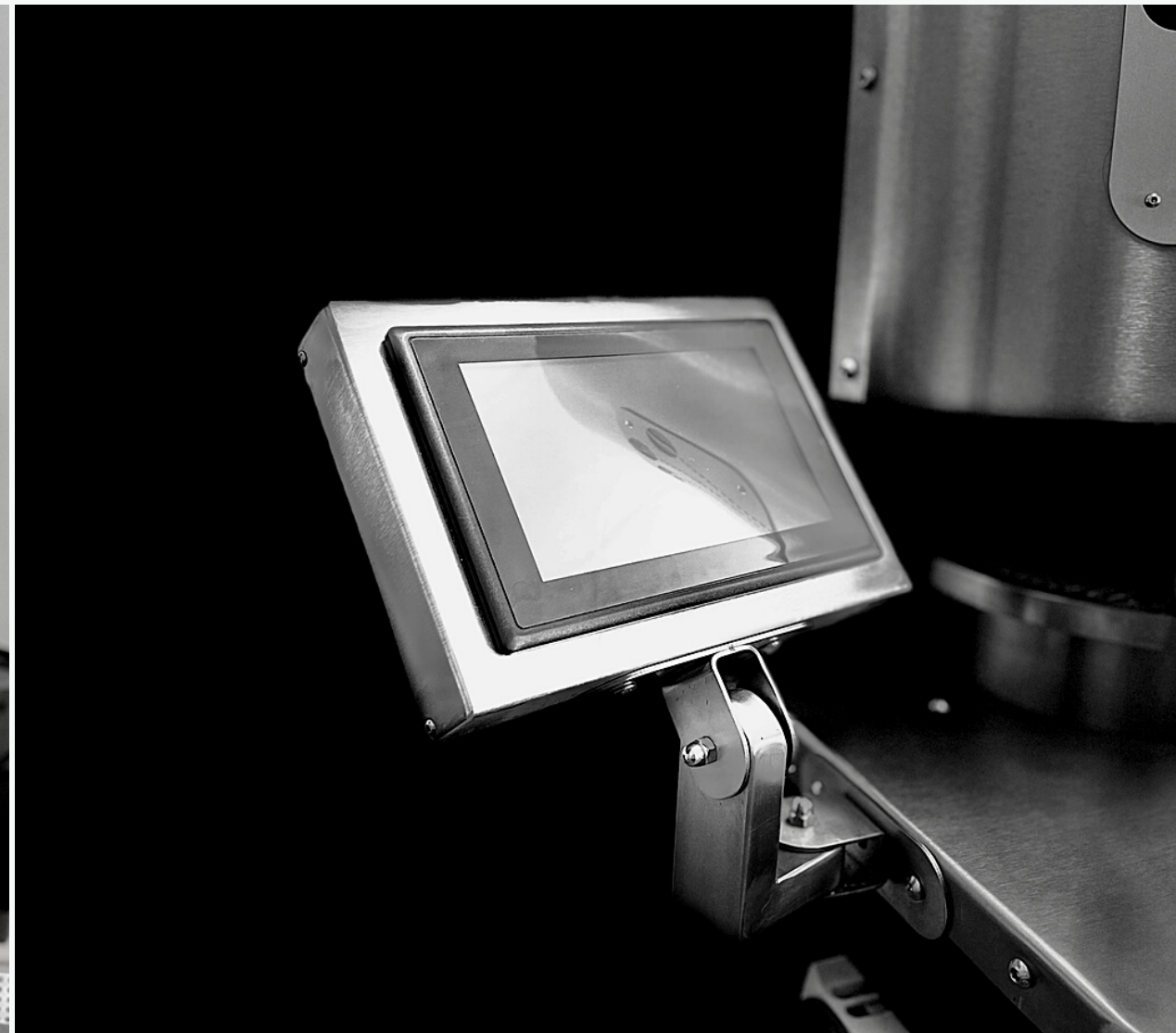


# THREE MAJOR COMPONENTS



## Roast Chamber

The Air-Motion Roast Chamber has a 3kg, 6kg or a 12kg roast capacity, driven by an immediate heat response electrical element bank



## Control Panel

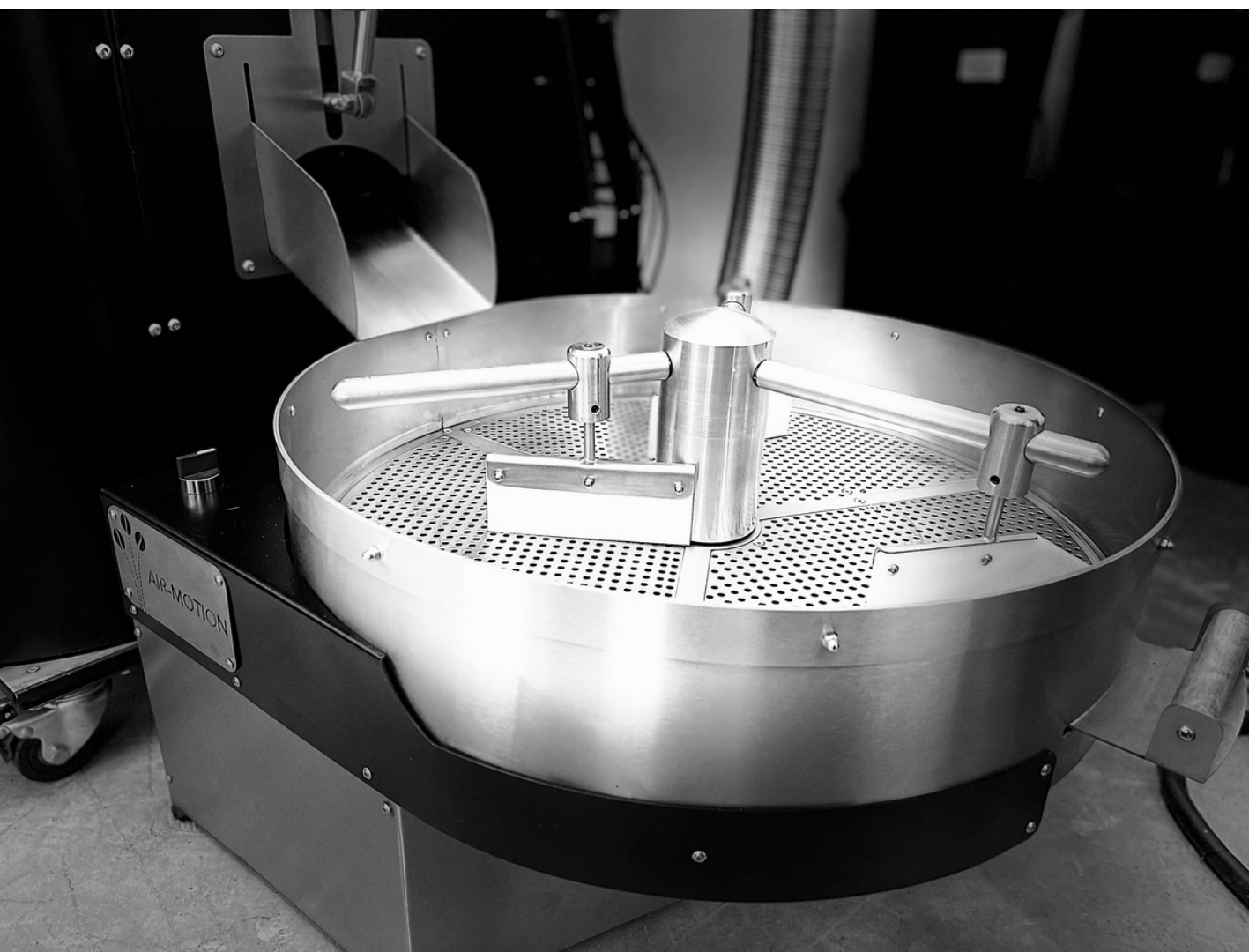
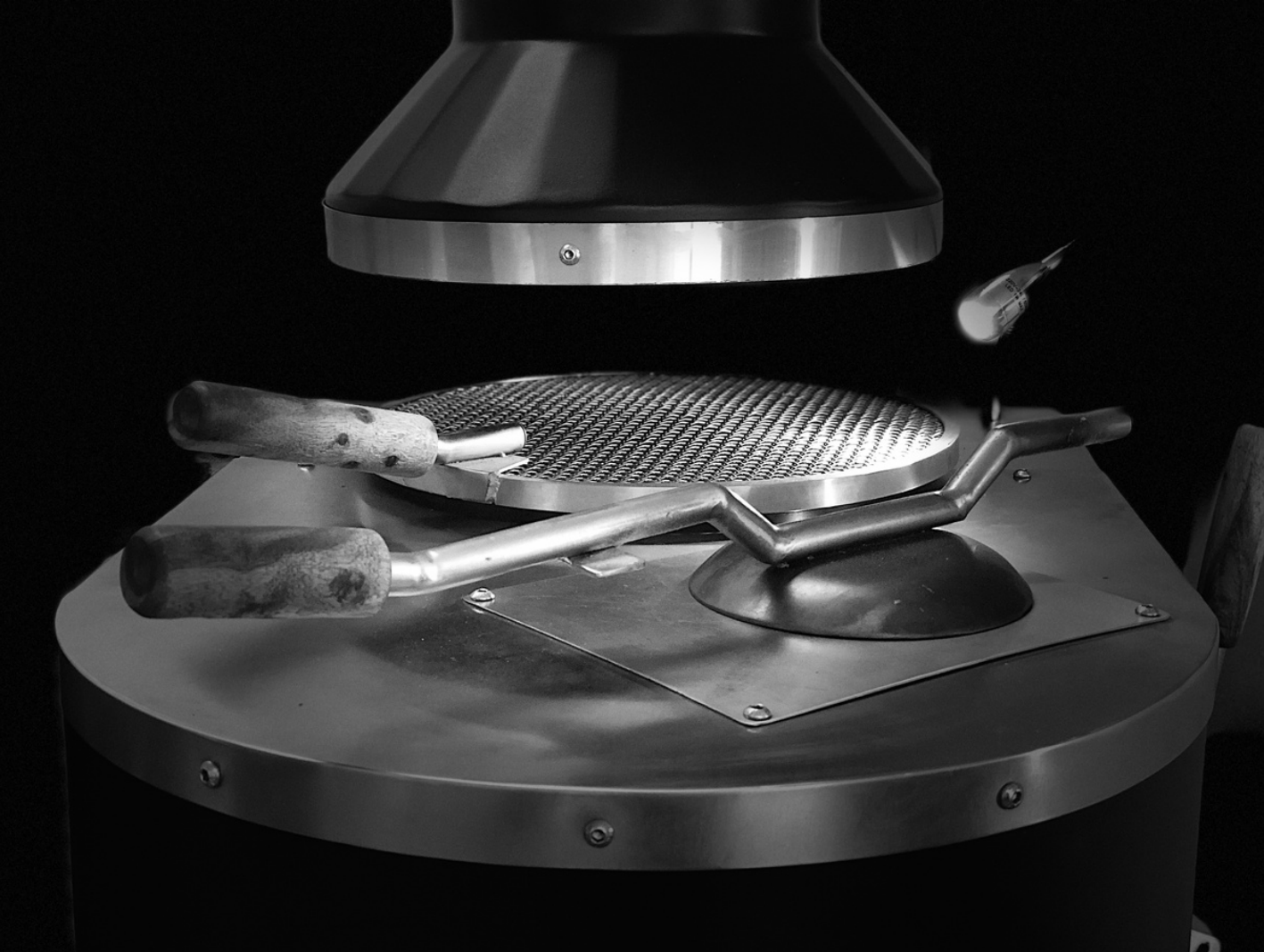
Touchscreen interface control panel tracking the roast profile with real-time feedback and graphs



## Cyclone Extraction System

The cyclone removes dust, chaff and smoke from the roast chamber, it also provides a water dousing system to immediately stop the roast when target temperatures are reached





# BENEFITS OF AIR-ROASTING

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- The extraction system immediately removes dust, smoke and chaff from the roast chamber ensuring a clean, pure and balanced roast.
- The Nichrome wire spiral electronic element bank provides a highly responsive heat transfer process.
- Air-Roasting provides a gentle approach to the coffee beans eliminating those ashy, tarry notes and replacing them with preferred enhanced flavors.
- The Air-Roasting technology provides consistency, balanced roast profiles, and the enhancing of the natural flavor notes giving a smoother, tastier cup of coffee.
- There is a growing trend towards roasting coffee using convection heat (air) as opposed to conduction heat (drum).
- Air-Roasting has a large role to play in the future.





## COFFEE DRINKING HABITS

68%

Of Coffee drinkers have their first cup of coffee within an hour after waking up in the morning.

55%

Of Coffee drinkers have agreed that coffee makes them feel more alive, awake, and efficient.



AIR-MOTION



# WHAT EXPERTS HAVE SAID

## ▶ NICODEMUS / SEVENOAKS TRADING

Seamless and intuitive software enables roasters to work with ease and achieve their desired roast in a matter of minutes.. Convection roasting taken to the next level with much thought

## ▶ WAYNE BURROWS / REBEL COFFEE CONSULTING

The Air-Motion system is amazingly simple to use but complete enough to allow the person roasting to adapt and adjust the roast live.

## ▶ BRUCE MANNING / BRUSTAR SPECIALTY COFFEE

An instant start-up, immediate heat response, interaction with the beans throughout the roast and basically as simple as 'plug and play.



# HAVE YOU 'BEAN' TO SEE THE AIR-MOTION ROASTER ON OUR WEBSITE?

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If you can't visit us at the roastery, no problem, you can still visit our website and experience the Air-Motion Coffee Roaster in action!

Follow [this link](#) to view an intimate roast, guided by Julian Platt, the inventor of the Air-Motion Roaster.

We look forward to hosting you at the roastery when you are able to visit. We have a quality coffee machine and superb coffee beans, freshly Air-Roasted in-house,





# AIR-MOTION ARTISAN COFFEE ROASTER

## Purchase Process & Delivery



### 1 - The Brief

Client informs us of their specific requirements



### 2 - Deposit Payment

Client has decided they want to invest in a machine



### 3 - Production

Manufacturing begins which will be finalized in 10 weeks



### 4 - Export

Machine is delivered to the local port for export (FOB)



### 5 - Delivery & Installation

Client arranges delivery and installation at the designated site



# Execution Strategy for Entrepreneurs

Good effort with the right strategy is what sets you apart

COMPLETE  
ORDER

BUSINESS  
PLAN

GET  
ORGANIZED

DELIVERY  
STAGE

OPERATE  
BUSINESS

## PHASE 1

Complete order of Air-Motion Coffee Roaster by way of providing Deposit payment.

## PHASE 2

Conceptualize your business plan and strategy to reach your target market

## PHASE 3

Finalize packaging, labeling, rental space, sourcing of green beans, digital media presence and other important elements which will help you succeed

## PHASE 4

Your brand new Air-Motion Coffee Roaster will be delivered to the port of export FOB and on its way to be installed at the designated destination.

## PHASE 5

Your operation to begin roasting and selling delightful Air-Roasted coffee beans is ready to go





LET THE  
**RESULTS**  
SPEAK FOR  
ITSELF.

• Sophisticated Design

• High Quality Roasts

• User-Friendly

• Innovative Air-Roasting Tech



A vertical stack of four dark, roasted coffee beans on the left side of the image, with a blurred background of more beans.

# OUR SOCIAL MEDIA PRESENCE



**FACEBOOK**

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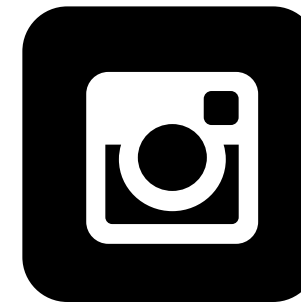
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Check out our  
YouTube channel



# Connect With Our Team

A passion for excellence

## Talk to us!

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GENERAL EMAIL: [info@air-motionroasters.com](mailto:info@air-motionroasters.com)



**JULIAN PLATT**

Design & Technical Director

(+27) 079 448-9627

[julian@air-motionroasters.com](mailto:julian@air-motionroasters.com)



**MIKE BURGESS**

Sales Director

(+27) 082 600-7105

[mike@air-motionroasters.com](mailto:mike@air-motionroasters.com)



**GERALD GERMOND**

International Sales

(+27) 082 804-3567

[gerald@air-motionroasters.com](mailto:gerald@air-motionroasters.com)



# Visit the Caffeine-Buzz

EVERYTHING AIR-ROASTED

