



## Customer Profile: Timeless Vapes

Timeless Vapes is a medical Cannabis company based out of Phoenix, Arizona. With a passion for R&D and Brand building, Timeless is focused on serving its patients by innovating the highest-quality products. Timeless Vapes are offered in a variety of flavors consisting of all-natural terpenes. Timeless products such as the TV6 CCell Cart, contain high-potency, solvent-free distillate. This is accomplished through endless R&D efforts, including a proprietary refining process. If you live in California, or Arizona, you're in luck; you'll likely be able to find Timeless products at your local Cannabis dispensary.



We had the pleasure of interviewing Mac Bunbury of Timeless' Lab Department, Timeless Refinery, about their brand, as well as their lab's use of Arometrix's technology, the [FRACTION FINDER](#):

### Where does Timeless operate?

*Timeless was founded in 2011 by our owner, Rocky Huang, out of Arizona. We started out as a really small company and have since grown to one of the largest Cannabis vape companies in Arizona.*

### Can you tell me about your background, your role, and your department?

*I received my degree in Chemistry from Arizona State University. I started at Timeless as a Packager and was brand new to the industry. Over the years I've been working here, we've grown tremendously, and I have leveraged my background in chemistry to become the Lab Manager. The lab at Timeless is responsible for turning our raw starting material into high quality distillate.*

### How long have you been using the FRACTION FINDER in your lab?

*I think we were actually one of the first labs to get a FRACTION FINDER! I want to say that was back in June of 2017.*



*“Ever since it showed up, it’s been the most useful tool we have in the lab right now.”*

**How did you hear about the FRACTION FINDER technology?**

*We saw the FRACTION FINDER at MjBizCon in Las Vegas in 2017. Immediately, I knew it was going to be an incredibly useful tool for our lab department, so I spoke with the owner of Timeless and we placed an order. Ever since it showed up, it’s been the most useful tool we have in the lab.*

**What are the biggest ways that the FRACTION FINDER has helped you?**

*Overall, the biggest two benefits that I’ve noticed are that it helps with both understanding your process and recognizing subpar batches. These insights are invaluable when it comes to learning about a process, making it more efficient, and teaching new technicians.*

**How were you looking at your process prior to the FRACTION FINDER?**

*Before the FRACTION FINDER, our process was based on our collective experience. We were watching a few data streams, but those were not as precise and could fluctuate depending on how the material was processed. That’s what made it really challenging to teach people. Every batch looks different and runs differently, so if you don’t know exactly what you’re looking for, and don’t fully understand what is happening, and why, you can easily produce a lower quality product.*

*“And for him, it was as if a light clicked on! He was actually able to watch and see it come through...”*

**Can you tell me about a recent time when you’ve trained a new distiller using the FRACTION FINDER as a training tool?**

*I’m currently training a new distiller and as he was watching me do a run I was describing what I was looking for from our other data streams, trying to explain that each batch will run differently, and how to determine each fraction as it was transitioning without the FRACTION FINDER.*



*As I was doing a run and I had the FRACTION FINDER running, I was able to clarify, “Look at this. As you’re progressing through your run, you’ll see on the graph that there’s not a whole lot going on. But as you start moving into your “Main Body” [Cannabinoid of interest], you’ll start to see another new peak forming. And that’s actually your Delta-9 THC.” And for him, it was as if a light clicked on! He was actually able to watch and see it come through, as opposed to eyeballing a couple data streams, solidifying his understanding.*

### **Had you trained a new distiller before you had the FRACTION FINDER?**

*Yes. I had previously trained two distillers before we had the Fraction Finder. While training them, it was all about repetition. We sat and repeated the process over and over and over again. First, with them watching me, and talking them through what I was doing, and then with me watching them as they processed run after run. This created a much longer training timeframe.*

### **We’ve talked a lot about the usefulness of FRACTION FINDER in training new distillers. How useful do you think the Fraction Finder would be to experienced distillers?**

*I think it’s useful to both groups. The basic idea of how to watch what’s coming through your [distillation] condenser is great for newbies, but it’s also really helpful for more experienced distillers as well. They’re able to refine their process, or try new things (with either pre-processing or extraction) and it’ll help them fine tune their runs a lot quicker.*

*Just recently, for example, we switched from a butane extraction to an ethanol extraction [as our pre-distillation processing method]. For the most part, our crude was the same, but there were slight variations that made it a little bit different than our old method. However, in using the FRACTION FINDER, I was still able to produce the same quality product without spending a lot of time re-developing a SOP.*

*It also helps with in-lab [pre-analytical testing] quality assurance. We’re able to see if something acts really weird on the FRACTION FINDER, then we know that we should pull that run and reprocess it before anything else happens. It’s a great tool no matter how experienced you are because you’re able to do so much with it.*



### **Overall, how has your process changed by using the Fraction Finder?**

*I would say that we've been more efficient - both in how fast we adapt to changing variables in our process and in how long it takes to train new technicians. This technology has also allowed us to be more efficient with our overall runs in general. We're able to get a better yield on a cleaner first pass because we're able to more accurately see what we're doing.*

*"Whatever your method is, the Fraction Finder will help you make your method better. With the Fraction Finder, we're able to standardize our end product to such a way that our patients get the exact same thing every time they buy a cartridge from us."*

### **Overall, how have your final batches changed by using the technology?**

*Overall, not too much. But, that's the great thing! We've been able to standardize our batches even as we bring on new technicians or change our process.*

### **So, would you say - for you - it's been more about quick optimization than about dramatic batch improvement?**

*Yes. I mean, we have improved slightly but that's something that you can do with just a lot of time. Right now, we have 4 different distillers that run short-paths and they're all able to produce very similar distillates. They're able to do it over and over again, whether they've had 2-3 short paths that week or 5-6 short paths that week [because of the FRACTION FINDER].*

### **What advice would you give to a new Fraction Finder user?**

*Pay attention to the entire run. Keep doing your normal routine with your other controls, but really focus on the FRACTION FINDER monitor. Keep on running it, watching it, and you'll start to see the trends.*