

Optimum
QUALITY YOU CAN TRUST

700 ADVANCED

COLD-PRESS JUICER



USER'S MANUAL

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IMPORTANT SAFEGUARDS



BEFORE USING YOUR OPTIMUM 700 COLD-PRESS JUICER, PLEASE READ THESE SAFETY INSTRUCTIONS CAREFULLY.

When using electrical appliances, basic safety precautions should always be followed including the following:

1. Read all instructions.
2. Always use this appliance on a dry, level surface.
3. To protect against electrical hazards, do not immerse cord, plugs or the appliance in water or other liquid. Do not place on a wet surface.
4. Close supervision is necessary when any appliance is used by or near children. Children should be supervised to ensure that they do not play with the appliance.
5. This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities or lack of experience and knowledge, unless they have been given supervision or instruction concerning the use of the appliance by a person responsible for their safety.
6. Unplug from outlet when not in use before putting on or taking off parts and before cleaning.
7. Do not operate any appliance with a damaged cord or plug or after the appliance malfunctions, or is dropped or damaged in any manner. Contact Customer Support and Warranty.
8. The use of accessories or attachments not recommended or sold by the supplier may cause fire, electrical shock or injury.
9. Do not use outdoors.
10. Do not let cord hang over edge of table or counter, or touch hot surfaces.
11. Extreme caution must be used when moving an appliance containing hot liquids.
12. Do not use appliance for other than intended use.
13. Do not leave unit unattended while in use.
14. Always turn the appliance off and unplug from the outlet when left unattended or finished using.
15. Check to be sure that the switch is in the OFF position after each use. Make sure the motor is stopped before disassembling.
16. Avoid contacting moving parts. Make sure that the motor stops completely before disassembling.
17. Always make sure the juicer is fully assembled and the juicer cover is locked securely in position before the motor is turned on. Do not attempt to remove parts when the juicer is in operation.
18. Do not either operate or plug and unplug the unit with wet hands.
19. Do not use the appliance continuously for more than 30-45 minutes.
20. Do not turn the appliance on for more than 2 minutes without adding food. This may damage the auger.
21. Do not use this appliance if the strainer basket is damaged.
22. Do not put your fingers or other objects into the food chute while it is operation.

IMPORTANT SAFEGUARDS, CONTINUED

Always use the food pusher provided.

23. During operation feed the food slowly to avoid clogging. If the unit gets clogged turn the appliance off immediately. Press the reverse function on the on/off switch. If this does not work, press the on/off switch to the off position, unplug the appliance, remove the cover and remove the stuck food.
24. Do not place on or near a hot gas or electric burner, or in a heated oven.
25. Always attach plug to appliance first, then plug cord into the wall outlet.
To disconnect, turn any control to 'OFF', then remove plug from wall outlet.
26. Do not attempt to override the safety features.

SAVE THESE INSTRUCTIONS

Polarized Plug

This appliance has a polarized plug (one blade is wider than the other). To reduce the risk of electric shock, this plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. Do not modify the plug in any way.

FAILURE TO FOLLOW SAFETY INSTRUCTIONS AND WARNINGS COULD RESULT IN SERIOUS INJURY. MISUSE OF YOUR JUICER MAY DAMAGE YOUR APPLIANCE AND VOID YOUR WARRANTY.

PARTS AND ACCESSORIES



1. Unlock Sign
2. Pulp Outlet
3. Bowl Dot
4. On/Rev Switch
5. Juice Bowl
6. Smart Cap
7. Easy Moving Grip

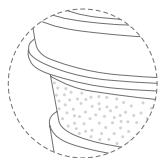


CHOICE OF STRAINERS



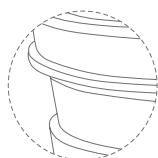
Coarse strainer

Coarse-hole Strainer is to juice soft fruit (strawberry, kiwi fruit & tomato) or sticky material (bananas). The end result when using this strainer will contain more pulp. (Nylon material)



Fine strainer

Fine-hole strainer is to juice hard fruit, beans & vegetables with fibres. The juice will be smoother. (ULTEM/ PEI material)



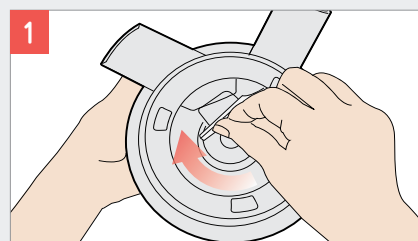
Homogenising strainer/ Blank Plate

This specially designed blank plate can be used for grinding dry hard food material (coffee beans, almonds, etc.) It is also able to make frozen fruit ice-cream and baby food. (ULTEM/ PEI material)

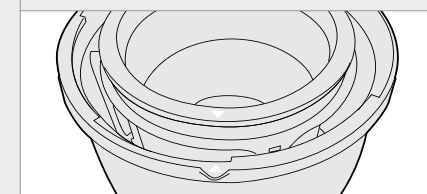
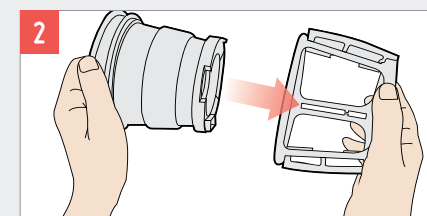
PREPARATION:

1. Wash all the component parts before you start to assemble them.
2. Follow the directions below exactly as given. Your juicer may leak if you assemble it incorrectly.

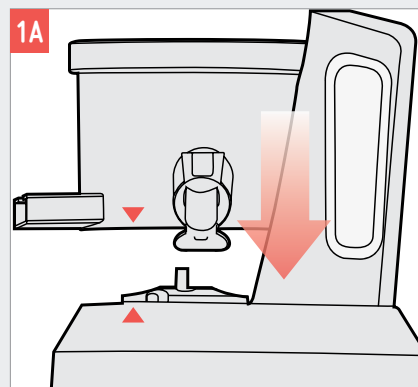
STEP 1: ASSEMBLE THE TOP PART OF THE JUICER



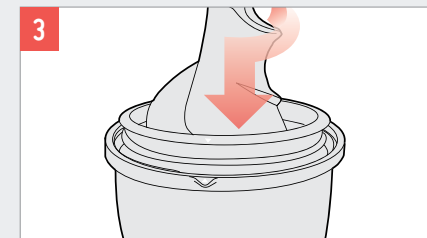
Place the compression silicone piece partway into the slot beneath the pulp spout. Ensure that most (around 60%) of the silicone remains outside of the slot.



Place strainer inside the spinning brush holder then add the spinning brush into the juicing bowl. Line up the white triangle on the strainer exactly with the equivalent white triangle on the bowl.

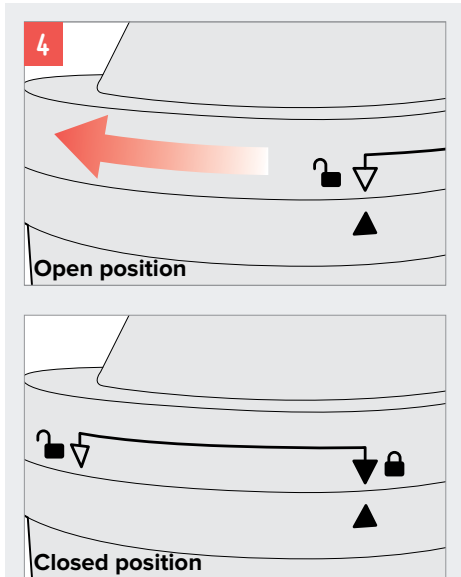


Position the juicing bowl on top of the juicer base.



Insert the juicing screw into the strainer. Push it down firmly, and turn it until you hear a click as it locks into place.

STEP 2: ADD THE ASSEMBLED TOP PART TO THE BASE



IMPORTANT: the drum lid will not close unless the juicing screw has locked properly (see Step 3).

IMPORTANT: Never place your fingers in the Food Chute.

To close the lid, hold the hopper in one hand and the bowl in the other; then turn the lid clockwise until the 'lock' mark and triangle lines up.

Position the juice cup directly beneath the juice outlet and the pulp cup directly underneath the pulp outlet.

1

Prepare your juicing ingredients. The wide mouth of your Optimum 700 Advanced means you don't need to chop ingredients, but we do recommend washing them first. Additionally:

- **For foods with hard seeds or pips (e.g. mango or stonefruit):** remove any hard parts from each ingredient before you juice it.
- **For leafy or fibrous vegetables (e.g. spinach or celery):** separate the leaves from the stems, and remove any tough, fibrous outer stems before juicing the inner parts.
- **For frozen fruits and berries:** ensure your ingredients are completely thawed – before juicing.

NOTE: If you are unsure about which ingredients to use we recommend following the recipes within the recipe book provided.

2

Plug the juicer in. If your hands are still wet from Step 1, ensure you dry them before touching the power cord, plug or wall socket.

3

Start the juicer. Press the "On" button to turn the juicer on. While it remains on, the juicer will slowly pull ingredients from the feeding tube into the juicing bowl.

4

Insert the ingredients into the feeding tube one by one. Using the clip positioned on the outer rim of the feeding tube unlock the safety lock which provides access to the wide 8cm x 8cm feeding tube and self-feeding wings.

Insert larger ingredients such as whole apples and oranges (peeled or unpeeled) into the wide tube with the assistance of the self-feeding wings. The self-feeding wings are designed to lock into the safety position when not in use and when using the smaller feeding tube.

Feed longer ingredients such as celery and kale into the smaller feeding tube.

You may occasionally need to gently use the pusher to move ingredients to the bottom of the feeding tube when using the smaller feeding chute. Avoid using it continuously, however, or your juice quality may suffer.

DIRECTIONS FOR USE, CONTINUED

5

Use the smart cap, if required. The smart cap is designed to make your Optimum 700 Advanced Cold-Press Juicer more versatile. With it, you can:

- **Make different types of juice within the same juicing process:** when one ingredient has finished juicing, close the smart cap, and add a glass of water to the feeding tube. This will clean away any remaining tastes from previous ingredients before you juice the next set.
- **Create mixed juices:** make different mixed juice recipes by closing the smart cap and selecting different ingredient options.
- **Stop the juicer from dripping:** close the smart cap after the juicing process has finished to stop any juice dripping out when you disassemble the bowl.

6

Turn the juicer off: keep the juicer running for at least 30 seconds after all ingredients have been juiced, then press the “Off” button. Note that the drum lid may not open if any ingredients are left in the juicing bowl.

JUICING TECHNIQUES FOR OPTIMAL RESULTS

The Optimum 700 Advanced Whole Cold-Press Juicer is extremely versatile and achieves great results every time. Please take the time to familiarise yourself with the juicing techniques below for optimal results:

TECHNIQUE 1

Don't press/shove food into the Optimum 700 Advanced Cold-Press Juicer

Do not apply a pushing/pressing/shoving force when inserting ingredients. Instead, simply let your food fall into the “chewing juicing screw.” Virtually no force is necessary!

TECHNIQUE 2

Juice low-fibre plants first, and high-fibre plants last

When juicing fibrous ingredients a great tip for large leafy, stringy or fibrous vegetables is to feed through gently, letting the juicing screw pull the ingredients into the juicer, using the tamper only gently if required. It's recommended that these ingredients are juiced last as the fibres tend to accumulate in the ejection port in the juicing bowl at the bottom of the juicing screw.

TECHNIQUE 3

Juice your juice!

If you find too much pulp in your juice, just pour the juice back through the machine again! You'll find that the second time through, nearly all the pulp is removed.

IT IS IMPORTANT TO FOLLOW THESE THREE TECHNIQUES TO ACHIEVE THE BEST RESULT IN YOUR OPTIMUM 700 ADVANCED JUICER.

TIPS AND PRECAUTIONS FOR USE



REMOVE HARD SEEDS BEFORE JUICING FROM FRUITS LIKE: PERSIMMONS, PEACHES, PLUMS, ETC.



HARD ITEMS (KUDZU VINE, SUGARCANE ETC.) ARE NOT SUITABLE FOR JUICING.



JUICER CAN BE USED TO MASH GARLIC AND PEPPERS WITH MOISTURE. NOT SUITABLE FOR GRINDING DRY GRAINS.



WHEN JUICING HARD FRUITS OR VEGETABLES, LIKE CARROTS, THEY MAY CAUSE LOUD NOISES, THIS DOES NOT INDICATE DAMAGE TO THE MACHINE.



BE AWARE THAT JUICE MAY SPILL OUT WHEN JUICING FRUITS AND VEGETABLE LIKE GRAPES AND TOMATOES.



USING FROZEN FRUITS AND VEGETABLES MAY INFLUENCE THE FLAVOUR OF JUICE.



FREQUENTLY JUICING PROCESSED AND HARD FOOD STUFFS (ICE, FRUIT SEEDS, ETC.) MAY DAMAGE THE STRAINERS. PLEASE USE WITH CARE.



THE CONTINUOUS WORKING TIME SHOULD BE NO MORE THAN 30-45 MINUTES.



DRINK JUICES AS SOON AS POSSIBLE AFTER JUICING, IF YOU WISH TO STORE JUICE PLACE IT IN A SEALED GLASS CONTAINER IN THE REFRIGERATOR.



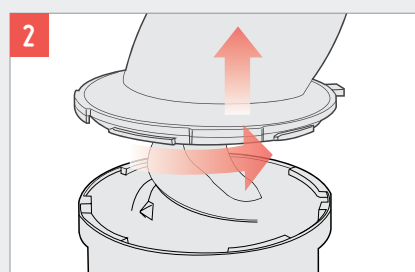
JUICING TOO MUCH FOOD OR JUICING HARD FOOD STUFFS MAY MAKE IT DIFFICULT TO REMOVE THE HOPPER FROM THE JUICING BOWL.

CLEANING AND MAINTAINING YOUR JUICER

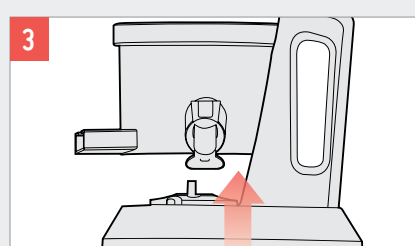
IMPORTANT NOTE:

You will need to disassemble and clean your Optimum 700 Advanced Cold-Press Juicer immediately after using it, every time you use it. If you allow the juicing residue inside it to dry out, you will find it hard to disassemble and clean the juicer later on.

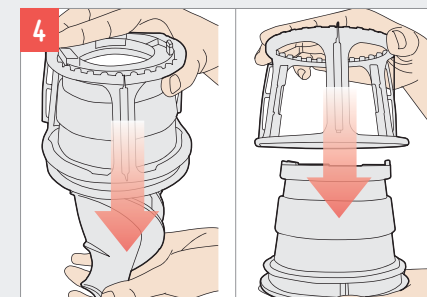
- 1 Switch off and unplug the juicer. Never try to disassemble the machine while the power cord is plugged in.



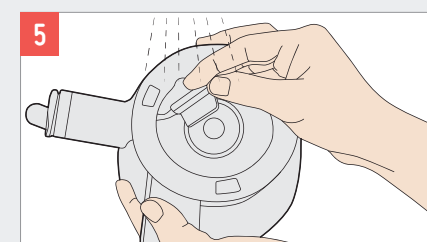
Open the drum lid. Turn the lid anticlockwise to open it, until the 'unlock symbol' and the triangle lines up. If the lid is stuck, please refer to the troubleshooting section.



Remove the base. Separate the juicing bowl from the juicer base. Wipe down the base with a damp cloth if required.



Separate out and clean the juicing components. Remove the spinning brush holder, strainer and juicing screw from the juicing bowl. Clean them in hot, soapy water using the special juicer brush provided.



Clean the juice bowl. Remove the compression silicon from the slot (DO NOT detach), then rinse the bowl in water. Ensure the pulp outlet is rinsed clean, then soak the bowl in a sink of warm water with vinegar and/or baking soda to remove any lingering residue.

TIP: Ensure all components are completely dry before you put them away.

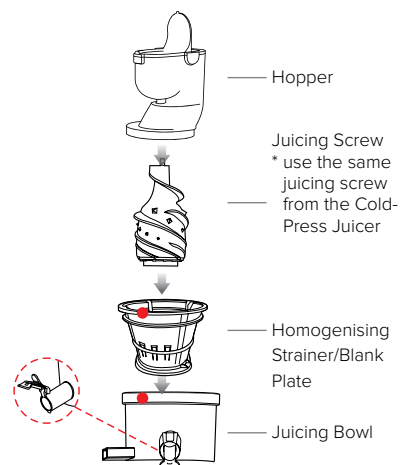
OPTIONAL | HOW TO USE THE HOMOGENISING STRAINER/BLANK PLATE

TIP Use the Homogenising Strainer/Blank Plate to make homemade nut butter, hummus dip, baby food and more.

1 To assemble, place the juicing screw and the Homogenising Strainer/Blank Plate in the juicing bowl and close the lid.

- ① Insert the Homogenising strainer/Blank Plate into the juicing bowl aligning the triangles of the strainer and juicing bowl.
- ② Insert the juicing screw into the Homogenising Strainer/Blank Plate with a twisting motion.
- ③ Place the lid onto the juicing bowl by aligning the triangles. Then, rotate the lid clockwise until the lid is secured.

• **When using the Homogenising Strainer/Blank Plate, always leave the Smart Cap and compression silicon open.**



- Do not use ice or process ingredients containing vegetable or animal oil. It may cause a malfunction.
- Remove hard seeds from the ingredients before juicing.

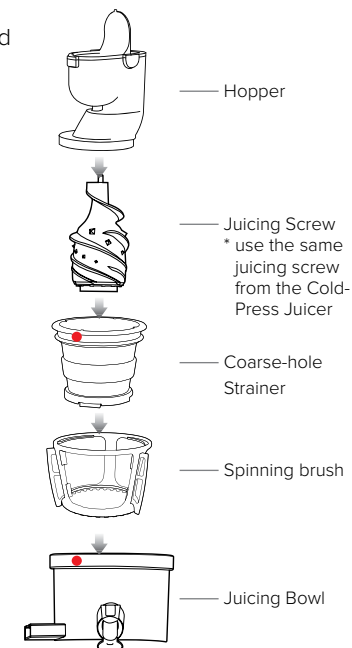
OPTIONAL | HOW TO USE THE COARSE-HOLE STRAINER

TIP Use the Coarse-hole Strainer to enjoy delicious and healthy smoothies and juice with a greater level of pulp.

1 To assemble the top set, place the juicing screw and the Coarse-hole Strainer in the juicing bowl and close the lid.

- ① Insert the spinning brush and the coarse-hole strainer into the juicing bowl by aligning the triangles.
- ② Insert the juicing screw into the Coarse-hole Strainer with a twisting motion.
- ③ Place the lid onto the juicing bowl by aligning the triangles. Then, rotate the lid clockwise until the lid is secured.

• **When using the Coarse-hole Strainer, make sure the smart cap is closed to make a better smoothie.**



- Do not use ice or process ingredients containing vegetable or animal oil. It may cause a malfunction.
- Remove hard seeds from the ingredients before juicing.

When making smoothie, add milk or other types of liquid between ingredients. Check the consistency of the smoothie by looking through the juicing bowl, and add more liquid as needed.

- Thaw frozen ingredients like pomegranate and raspberry then insert about 1 tablespoon (5g) at a time.
- Frozen ingredients usually lose significant amount of fluid when thawing. When juicing, mix milk or yogurt to balance the fluid lost.

- Please do not insert ingredients like ice, meat, oil or fat based ingredients. These ingredients may damage the components.
- Please remove hard or thick seeds, pips, or peel before use.

PRODUCT SPECIFICATIONS

Product	Juicer
Model	700 Advanced
Voltage	110-120V 60Hz
Power	200 Watts
Rated working time	30-45 min
Rated interval time	3 min
Weight	9.0kg
Dimension	240 x 165 x 443 mm
Type	Vertical Cold-Press Masticating

Check the below troubleshooting guide before calling for assistance or maintenance. If you cannot resolve the issue please contact the supplier for support and service.

■ Troubleshooting when the device does not work:

- Please check if the plug is correctly positioned.
- Please check if all components are correctly installed. Only when all components are properly inserted / assembled can the device be operated. Should the juicer made a strange noise or not start please re-check assembly.
- Please check hopper is securely locked in place with juicing bowl; juicer will not start when this is not done correctly.

■ The device does not work

- Make sure the power plug is correctly plugged into the wall socket.
- Make sure the device is assembled correctly.

■ The device stops when juicing

- Please check power plug has not become loose.
- Please ensure you have not put in excessive or hard foodstuff into the juicer. Please check that the device has not been working continuously for too long.

■ Leaking from beneath juicing bowl

- Please check if the silicone stopper is plugged in securely.

■ The device shakes when juicing

- The motor rotation may cause it to shake slightly.
- Please ensure the device is on a level surface.
- Please ensure that the food is prepared correctly.

■ Separation of juice

- Please note that some ingredients have different density and you may note a slight separation during juicing. Simply stir and enjoy.

■ Abnormal noise

- Please ensure to place the device on level of surface.
- Check if the device contains excessive or overly hard foodstuffs.

■ Dyed containers or accessories

- Please clean the device promptly after using to prevent pulp leftovers from sticking to the containers.
- The container or accessories may be stained when juicing some foods containing rich pigments. Clean it with cooking oil and then with detergent.

■ Hopper/lid is stuck

- Do not force it open.
- Make sure that no excessive pulp is left inside the device. Please start the juicer to assist in removing any build up.
- Check if any unidentified or hard objects have been left inside. Use the reverse button to push objects back up the feed tube.

Effective as of 1st January 2014

This warranty as outlined below solely covers distributors. Please contact your distributor for full product warranty.

1. Optimum® warrants this appliance to be free from defects in materials and workmanship and to perform satisfactorily in household use for a period of 2 years from the date of purchase when used in accordance with the accompanying instruction book.
2. Any warranties exceeding this standard period are offered as extended terms by the selling distributor and claimable only through that provider.
3. Defects that occur within this manufacturer's warranty period, under normal use and care will be repaired or replaced at our discretion only if the selling distributor is unable to do so. This is done solely at our option with no charge for parts. This warranty does not extend to accessories included or purchased separately. Replacements can be offered for major faults as determined by your distributor and at their own discretion.
4. The strainers will only deteriorate or break through abuse and misuse are therefore are not covered by this warranty for more than 30 days after purchase date.
5. In the event that the goods requiring repair are under warranty, and this distributor is unable to provide the repairs; the customer is responsible for any freight charges to or from Optimum® (or their approved service provider).
6. Whilst in transit the goods are at the owner's risk and any further damage during this transportation is not covered under warranty.
7. Customers should ensure that the product being returned is properly packaged so as to ensure that no damage occurs to the product during transit. To be able to process the warranty claim ensure you have included an explanation of any problem, Optimum® will not fault-find and will only repair described faults as covered under warranty.
8. This full warranty is void if this appliance has been subject to abuse, negligence, accident, alteration, failure to follow operating instructions, or the product has been exposed to abnormal or extreme conditions.
9. Cosmetic changes that do not affect performance, such as discolouration of parts of the product in the hands of the user or the effects of the use of abrasive cleaners will not be warranted or considered defects. The cleaning or removal of food products along with any damage caused by allowing them to build up is not covered by this full warranty.
10. This warranty does not cover normal wear and tear of the product or parts.
11. This warranty does not cover any defect caused by an accident, misuse, abuse, improper installation or operation, lack of reasonable care, unauthorized medication, loss of parts, tampering or attempted repair by a person not authorized by Optimum®.
12. The warranty will not apply if damage, malfunction or failure resulting from alterations, accident, misuse, abuse, fire, liquid spillage, maladjustment of customer controls, use on an incorrect voltage, power surges and dips, thunderstorm activity, acts of God, voltage supply problems, tampering or unauthorized repairs by any persons, use of defective or incompatible accessories, exposure to abnormally corrosive conditions or entry by any insect, vermin or foreign object in the product.
13. You must keep your purchase receipt as proof of purchase and as proof of the date on which the purchase was made. The purchase receipt must be presented when making a claim under this warranty.
14. In the event the receipt of purchase is not presented, then this warranty is invalid. Consumer Law allows us to request reasonable proof of purchase to service a warranty claim.
15. This warranty does not imply, intend to or detract any consumer rights listed in and able to be enforced from Regulated Consumer Law, any condition which is found to be in breach of the consumer law, the single condition shall be void only and all other conditions remain in place.

Please contact the distributor located in the Country where you made your original purchase for all Support, Servicing and Warranty.

