

# frozen <sup>europa</sup> food

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# IT'S EASY



# Let's COOK



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> Bio & Organic Products

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> Frozen Potato Technology

SUPPORT AND AFTER SALES SERVICES GAIN GREATER IMPORTANCE

> Frozen Food in Germany

DEMAND REMAINS HIGH



# SUPPORT AND AFTER SALES SERVICES GAIN GREATER IMPORTANCE

The development of the SH-14 (Shredding) and SL-14 (Slicing) patented MicroAdjustable® Heads has made a huge impact on increasing capacities, according to Mike Jacko, vice president of Applications & New Product Innovation, Urschel. "The advantages of implementing one of these heads doesn't end with the increased capacity due to the 14 cutting stations. Processors are experiencing longer run times between knife changes. Operator interaction is minimized. Both heads are more user friendly versus the standard 8-station heads. **Urschel** is continuing to expand on the 14-station line of cutting heads. Notably, the patent pending SlideLocc™ .212V Slice, which offers three simple steps of slide, lock in place, and tighten." Salty snack manufacturers, including the growing potato snack market, look to the DiversaCut series. Hopper fed, the series produces one-, two-, or three-dimensional cuts, Jacko explains. The DiversaCut series is made up of several models. Notably, the DiversaCut 2110A® Dicer (DCA) and Sprint 2® Dicer (SPR2). "The DCA is one of our larger dicers and accepts input products up to 10" (254 mm) in any dimension, whereas the SPR2 possesses a smaller footprint and accepts products up to 6.5" (165 mm). The DCA may be outfitted with either a 5 or 10 HP (3.7 or 7.5 kW) to obtain unsurpassed capacities. The SPR may be equipped with a 1.5 or 3 HP (1.1 or 2.2 kW) to offer flexibility to small to moderate size processors. New to both the DCA and SPR, a built-in conveyor discharge. This feature enables full discharge of cut product and is preferred among batch processors dispensing into totes. The conveyor discharge is designed to be at the most optimum height specifically for totes," Mike Jacko adds. Alan Major, chief sales officer, Urschel argues that partnering with customers to determine what is possible to accomplish their goals is at the forefront of what Urschel does. "We are constantly working with customers around the globe to develop cutting edge innovations in technology. This includes developing new cut shapes, increasing existing capabilities of

*As the frozen potato market registers a steady growth, the technology behind FPPs aims to ensure maximum efficiency while also reducing costs for operators. Key to this are the customer services that each manufacturer provides.*



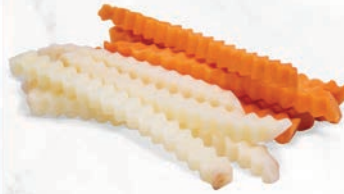
machinery already in the market, and designing new machines based on the needs of our customers. With design and manufacturing under one roof, Urschel is constantly developing and expanding on what is possible in food cutting technology," Major adds. Regarding after sales services, he says that customers around the world depend on Urschel, and the company takes that responsibility very seriously. "That's why Urschel has an established network of local, direct offices. Localized communication is important. Support services are able to clearly determine and deliver on customer expectations. Urschel invests in infrastructure to be where our customers are. Urschel also invests in housing a multimillion-dollar parts inventory with the availability to

*"We are constantly working with customers around the globe to develop cutting edge innovations in technology. This includes developing new cut shapes, increasing existing capabilities of machinery already in the market, and designing new machines based on the needs of our customers."*

*Alan Major,  
chief sales officer, Urschel*

supply shipments on-demand. Urschel is willing to take on additional costs in order to prevent excessive, costly downtime that a processor might incur if these checks and balances were not in place." From concept to production, Urschel manufactures all critical parts in-house. By this process, the company is constantly improving on the technology involved in production methods and keeping Urschel quality standards at their highest. "Urschel has a longstanding history of dedication to the food processing industry. Our expertise in specializing in food cutting technology remains unsurpassed. From test cutting to learn more about an application to in-depth after-sales care for the long life of an Urschel machine, food processors rely on Urschel," Alan Major concludes.





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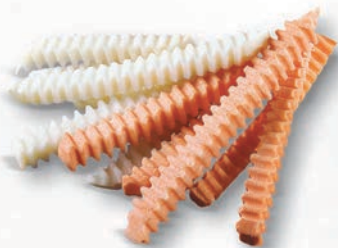
Urschel manufactures intelligent, sanitary food cutting machinery responsive to your processing needs and environment. Rugged design withstands harsh production conditions while maintaining precision cuts. Limited maintenance with the ability to run continuously for uninterrupted production presents significant cost-savings.



As The Global Leader in Food Cutting Technology, Urschel provides cutting solutions for all types of potato applications.



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