

New Line Boosts Sales at Kline's Potato Chip Company

All new equipment and efficient management have put this Ohio chipper back in the black.

Kline's Potato Chips is an old and established potato chip company in Bolivar, Ohio, with a new and aggressive owner. Mr. Lee Dalton purchased Kline's approximately a year and a half ago, and in that time has tripled production and increased sales from a little over one million to \$2.8 million yearly.

Dalton accomplished this feat with astute marketing abilities and his willingness to take a chance. With no previous experience in the potato chip industry, he forged ahead with his plans for a completely new processing line and expansion into new products. So far, he is right on target.

Personal Contact

One of the first steps Dalton took was to personally contact manufacturers of potato chip processing equipment. After some research, he and Mr. Ed McDonnell, vice president and general manager, came to the conclusion that if they wanted to expand, they would have to replace all of their existing equipment. The only exception was the chip slicer.

Consultations with the manufacturers of complementary equipment revealed a hearty endorsement of the Urschel Model CC Slicer, which was originally purchased in 1966. Kline's projections were to triple their production of potato chips, and all agreed that the Urschel Model CC would be more than capable of handling this volume.

In revamping the production system, Kline's built the new processing line adjacent to the old one. This per-



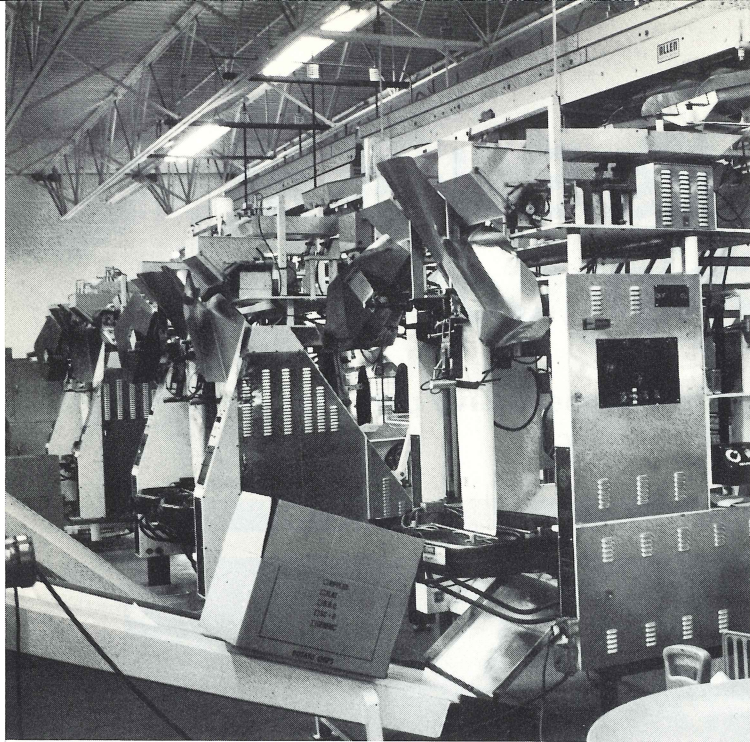
mitted them to continue producing potato chips while the new line was being installed.

Briefly, the new and highly efficient processing line at Kline's Potato Chips, Inc. works like this: Fresh potatoes arrive daily from local

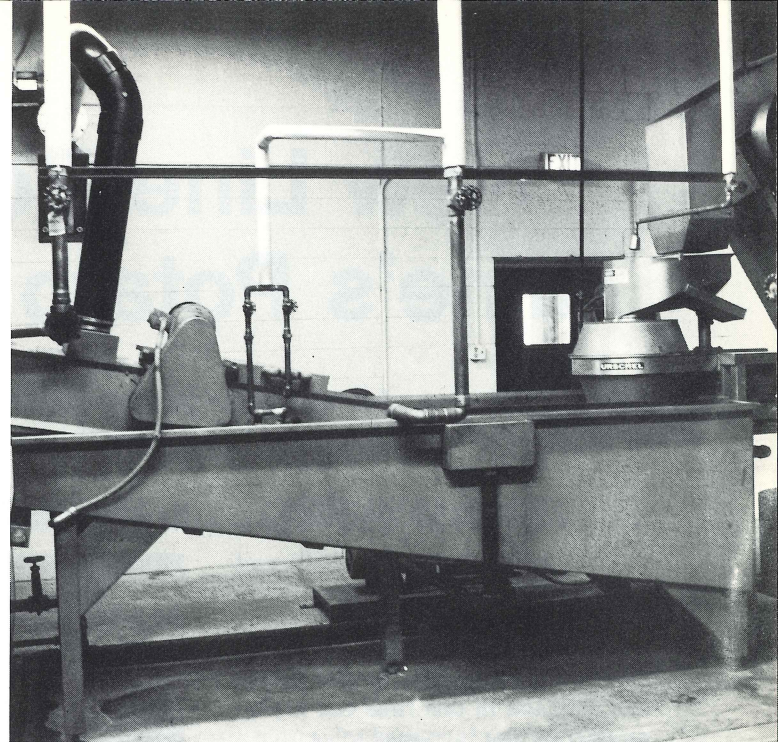
climate-controlled warehouses. The potatoes are loaded into the new Vanmark crate dumper, from which they are fed to a new Vanmark destoner. Next, they are peeled using a new Vanmark abrasive-type peeler. The potatoes are then hand inspected

For more information regarding the Urschel Model CC Slicer, contact:

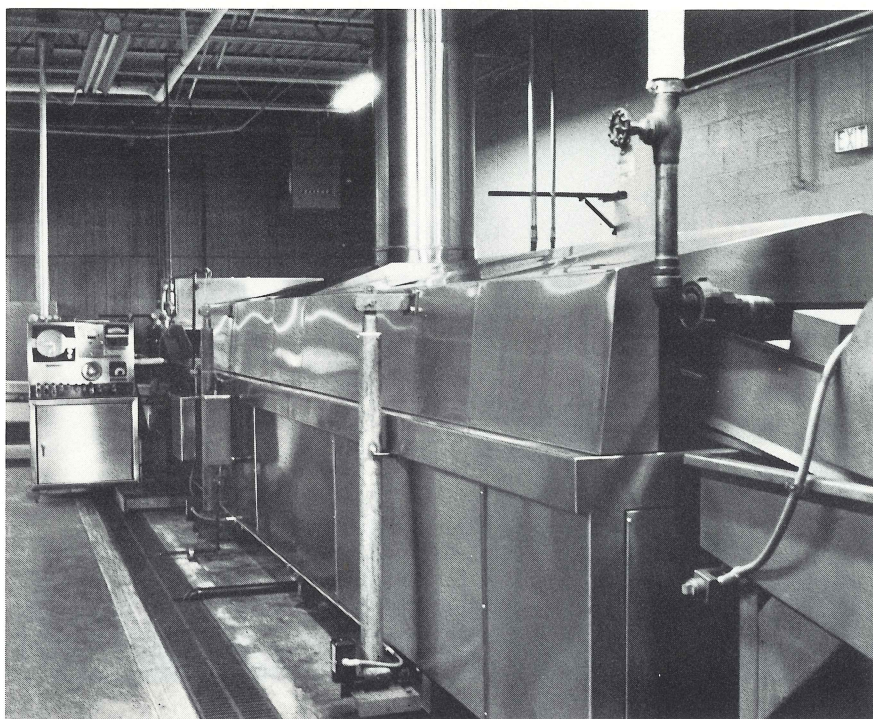
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Three new Mira-Pak machines and a new Woodman Profit Maker handle all sized bags.



A view of the extra step—an air knife. Urschel Slicer at far right was only piece of equipment kept from the old line.



New large capacity Salvo cooker handles 1,500 lb/hr.

for quality while being conveyed to the Urschel Model CC Slicer (set for either straight or crinkle slices).

Before they go to the cooker, the sliced potatoes are then blown dry with an air knife. Mr. Dalton believes this step is crucial to producing a crisper chip. It also prevents excessive cooling of the cooking oil by removal of the moisture from the sliced potatoes prior to cooking. Thus, this step also reduces heating costs.

The slices then drop into a new Salvo cooker. The cooker provides Kline's with the ability and capacity to increase their production from 500 to 1,500 lbs. of potato chips per hour. Using pure soybean oil which is stored in a heated holding tank, the oil is first piped to a heat exchanger and then to the cooker.

Three Mira-Pak packaging machines and one Woodman Profit Maker turn out 16 oz., 12 oz., 8 oz., 4 oz., and

1½ oz. bags of potato chips. Some are bagged under the Kline brand, some for private labels and some for their new generic line of potato chips.

Generics a Plus

Entering the generic potato chip market was also an adventuresome step. Contrary to dire predictions of competing with one's own brand name, Dalton feels that the generic line has proven very successful and has contributed significantly to the overall increase in sales. Costs were held down with simplified packaging (designed by Dalton) and the simple fact that the generic chips are picked up at the plant rather than being delivered.

Installation of Kline's new potato chip processing line cut production time from 19 hours per day down to 7 hours per day and new products are now being considered by this enterprising and aggressive company.

Looking always for improvements, and to the future, Kline's is now in the process of designing new packaging. The existing Kline's chip bags use three different designs which Dalton feels confuses the consumer and fails to establish an easily recognizable company logo. Also being considered are new display techniques and new sales brochures.

Whatever the future holds, it is certain that Kline's will be innovative. The name's the same—but not the game. **CS**