



URSCHEL TALKS INNOVATION

In this interview with Mike Jacko, VP of Applications & New Product Innovation, we approach the latest innovation that can support and overcome the challenges associated with the process of potato cutting, slicing, shredding and the related technologies.

What are the main challenges in the industry?

Urschel Laboratories, founded in 1910, has been the mainstay for supplying slicing, strip, and chip cutting machines since the early days of the company, inventing machines like the Model CC potato chip slicer in 1959, followed by potato strip cutters shortly after, and a long string of patented equipment to assist processors in overcoming production challenges. Machines have been modernized, made more sanitary, more efficient, faster, and larger. Urschel continues to build on production-proven operating principles that the company pioneered in the early days of the company. Our persistent history of innovation over 100-plus years is still going strong. The heart of the company remains engineering-driven with astute new engineers introducing ideas, and researching and implementing new manufacturing methods. Quality in manufacturing from planning stages to reality is all accomplished under one roof. Some processors, realizing the Urschel advantages of drawing-to-manufacturing capability, call on us to design more unique approaches that present an ideal fit for their production line. Through this 'certified print' process, we work with customers to deliver targeted cutting

solutions. In addition to manufacturing, customers are challenged with creating and growing their product line. To assist with this, Urschel offers valuable free-of-charge test cutting services whereby customers may send-in their product, or witness test cutting in-person. This is valuable in gaining knowledge about the different cutting machinery care and capabilities.

What are the innovations in your company's portfolio?

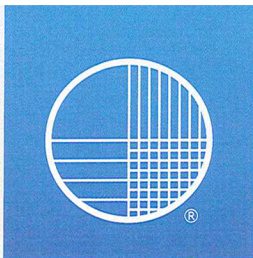
While Urschel invents new machines and cutting methods, the company also expands on existing machine capabilities. Even though the basic concept of the Model CC has remained the same, Urschel has released their higher capacity, more user friendly, less scrap MicroAdjustable® Line of SL14 and SH14 slicing and shredding head assemblies for chipping and vegetable shredding. With the market demands of large processors, the new offering could mean fewer machines required or higher capacity and less operator interface to set and change knives. This is an example of an improved cutting method benefitting customers, and increasing the capability of the Model CC. Other innovations in the vegetable sector include the E TranSlicer® (ETRS) Bias Slicer and the

DiversaCut 2110A® (DCA) LPI (Large Product Input). Both of these build on existing machines and meet the needs of growing niche veggie markets. A standard ETRS can now be fitted with special parts to become a bias slicer with the ability to slice products at either a 35- or 45-degree angle, and can be swapped back to a standard slicing machine within minutes to change-out production. The DCA LPI was developed to accommodate heads of leafy products. It is designed after the original, popular DiversaCut 2110A Dicer.

How do you believe the market will evolve?

Customers will always enquire about something different. The SL14 and SH14 parts are new, and all the shapes will be rolled out to the market this year. Urschel is also developing an even more sanitary 'USDA accepted' version of the parts for cheese shredding. Urschel will also continue to evolve with the multitude of certified print requests, and partner with our customers related to different niche markets as these continue to develop. Among the considerations processors should look into are quality of product, quality of machine, operating costs, and user friendliness. Each situation is different though whether it be cutting crinkle French fries, lattice/waffle cut fries and every customer would like something unique, different, and exclusive. ■





Put Urschel to the Test

Your Partner in Productivity

As a valuable service to our customers, Urschel offers sample test cutting free-of-charge. This may assist with R&D, help explore different machines to decide on a capital purchase, or discover additional cutting capabilities for your existing Urschel machinery. As your partner in productivity, Urschel provides expertise, so you continue to succeed in this everchanging, dynamic industry.

We craft machinery that produces precise cuts at high capacities within your designated parameters – meeting your production goals, improving your end-products to reduce waste, and maximizing your profits. Urschel partners with you both before the sale and for the long-term.

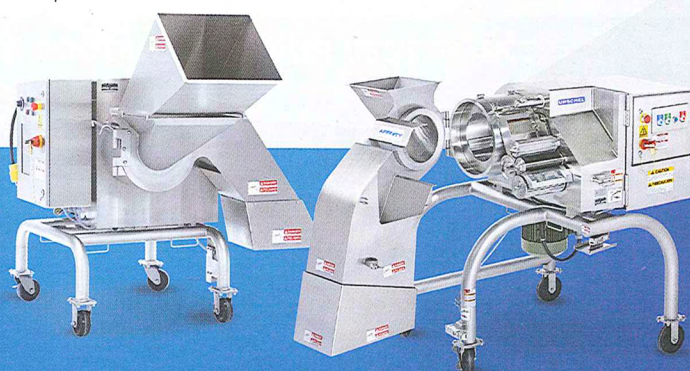
Turn to Urschel to provide valuable resources for all of your cutting requirements. Customers may schedule a visit to attend a test cutting of their product, or simply ship samples for test cutting. Visitors are also welcome to schedule a plant-wide tour to learn more about Urschel state-of-the-art manufacturing practices.

URSCHEL®

The Global Leader in Food Cutting Technology

Set-up a free test cut of your product:

www.urschel.com | info@urschel.com



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