

# THE HISTORY OF URSCHEL





# HISTORY *of* Urschel Laboratories, Inc.

Urschel history began with our founder, William Emmett Urschel, an inventor with a keen mechanical mind whose hobby and livelihood seemed one in the same. William created a number of inventions, but discovered his greatest triumph in the development of food processing equipment. His legacy lives on through his descendants, who are integral in the ongoing success of the company. The story of the company is intertwined with the Urschel family, its employees, and the growth of the food processing industry.

William instilled in his sons many of the philosophies present today in the company. Treat the employees with respect, honesty, and fairness. Pay them a wage that reflects the quality of work the company expects for their job. Give back and invest in the community, because not only do our employees work here, but they live here, too. These core philosophies have been passed down for generations, and Urschel prides itself on being a well-respected employer. Our reputation for treating employees well affords us the ability to hire only the best candidates for any given job. It is rare to see an employee leave the company for reasons other than retirement, and it is equally rare to see customers complaining about quality issues. As you will undoubtedly learn by reading this history, the company is primarily focused on food cutting equipment. By staying this course, we are able to provide our customers the highest quality machines, parts, and knives without worry of diluting our product line beyond size reduction equipment.

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## URSCHEL PRESIDENTS

William E. Urschel  
1910 – 1948

Joe R. Urschel  
1948 – 1983

Robert R. Urschel  
1983 – 2013

Patrick C. Urschel  
2013 – Present

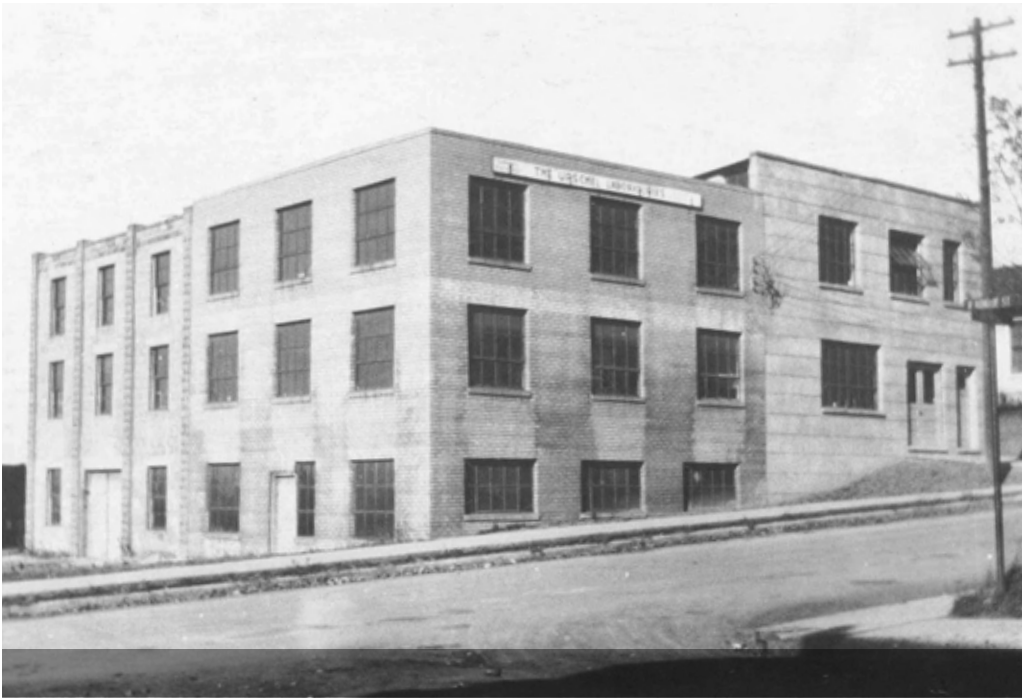


## ► 1908

Inventor William Urschel (1880 – 1948) files for his first patent regarding the Gooseberry Snipper, and continues to improve the design.







## ► 1910

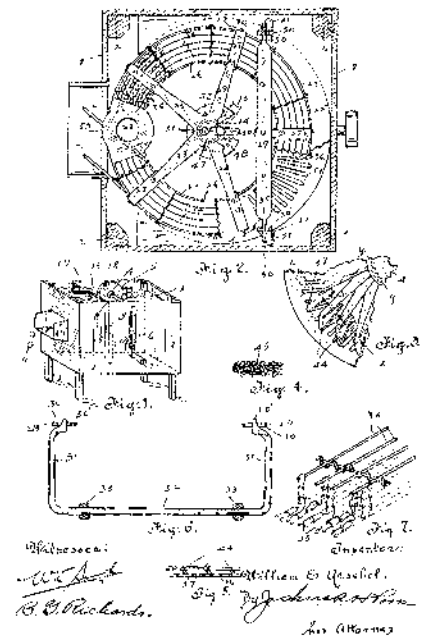
William Urschel establishes the Urschel Gooseberry Snipper Factory in a small shop next to the family's kitchen in Valparaiso, Indiana. He and his wife, Ruth (1883 – 1975), had only one light bulb which they passed back and forth between the kitchen and shop as needed. Ruth was instrumental in the success of the company. Together, they would peddle gallon tins of gooseberries door to door with a horse drawn cart. She also ran the machinery in the shop and handled the book keeping.

William realized there was a strong market for his invention in Michigan and began selling machinery to canners. Gooseberry stems and blossom ends had been removed manually up to this time. One Gooseberry Snipper could do the work of 100 workers.

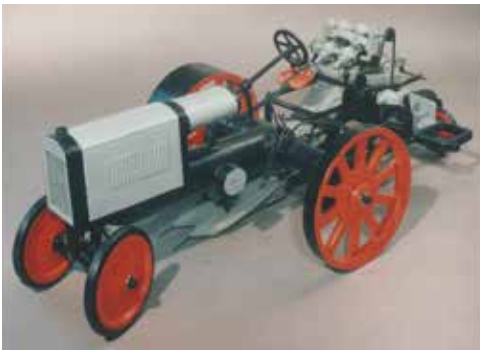
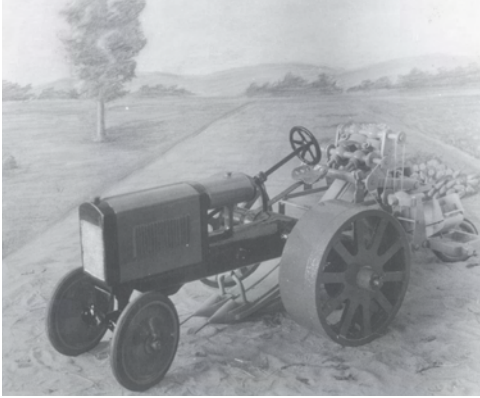
Several versions of the Gooseberry Snipper were produced including the Little Gem which concealed all working parts to protect the patented design.



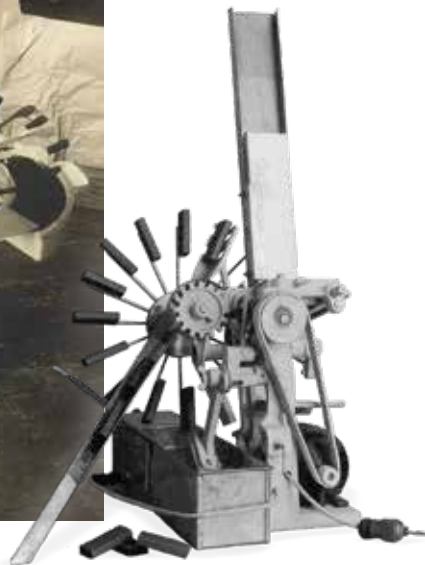
W. R. URSCHEL,  
DEADY STEN REMOVED.  
APPLICATION FILED JULY 1, 1910  
949,454. Patented Feb. 16, 1910  
J. B. HARRIS



Over 80 patents were awarded to William. Many were related to food processing, while others pertained to mechanical movement and construction.



At age 13 (1929), Gerald Urschel replicated William's Sugar Beet Harvester in this scaled down version, which resides in the lobby of Urschel Laboratories.



## ► 1920s

The second generation of the Urschel family, Joe (1913 – 1996) and Gerald Urschel (1916 – 2005), begin designing food cutting machinery. These talented inventors were awarded over 70 patents during their lifetime. Joe designs his first machine at age 13 and his last machine at age 80.

*Patents included: fruit de-stemmers, harvesting equipment, bean cutters, ice cream cutting/coating equipment, and building forms.*

## ► 1923

William Urschel develops a machine to cut bricks of ice cream into bar-sized pieces and automatically dip them into melted chocolate for the production of the Eskimo Pie.





## ► 1923

William also develops many other types of machinery such as harvesting equipment, cherry de-stemmers, vegetable peelers, and a machine that creates concrete formed bricks and lays them in place to construct buildings.

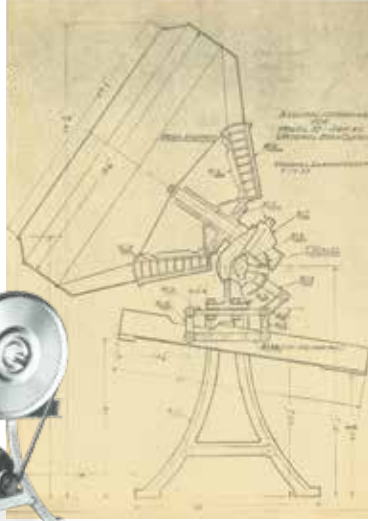
Circa 1929,  
the company  
was renamed  
Urschel  
Laboratories.



## ► 1929

William's bean harvesting equipment is sold to Fremont Canning Company in Fremont, Michigan. Up until this time, beans had been picked by hand. This invention represented a tremendous reduction in labor and cost savings.





William Urschel (L) with the owners of the Scott-Viner Harvesting Co.

*Patents included: harvesting equipment, bean cutting machinery, mechanical movement of lifting and removing appendages from certain crops, mechanical movement involved in placement of building forms to produce structures, fruit/vegetable cutter, vegetable shredder/slicer, and various food processing inventions.*

## ► 1930s

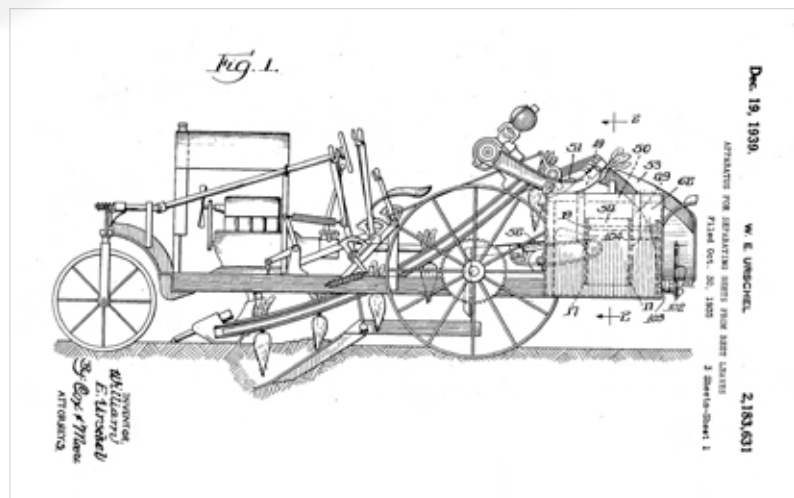
The Model 30 Cutter is developed to cut green beans into shorter pieces. This machine is still in production today.

The Model 6 Dicer is introduced. It is developed to dice vegetables and fruits for canning, but later is obsolete by more advanced dicers.



## ► 1936

The first international sales representative from Canada, Chisholm Machinery Sales, is contracted through a handshake agreement.







William Urschel attended this annual banquet of the Old Guard Society of the Canning Industry, Chicago, 1930.

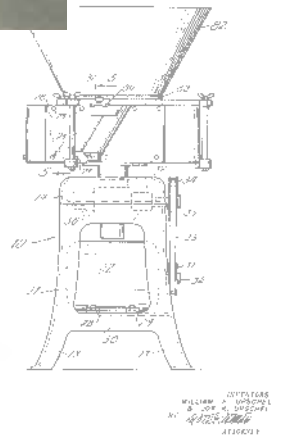
W. E. URSCHEL ET AL. 2,193,879  
J.S.C.M. Machine  
Filed Dec. 22, 1937 1 Sheet of 1



## ► 1937

The Model M Slicer is sold for slicing mushrooms, beets, strawberries, peaches, etc. It is the first size reduction machine to incorporate centrifugal force in its operation, but is later obsolete by higher capacity slicers.

*Patent on slicing machinery propelling product via centrifugal force.*



## ► 1939

The Model B Dicer is sold for dicing vegetables and revolutionizes the canned soup industry. It is later replaced by more sophisticated dicers.



Urschel history is intertwined with inventions and cutting machinery. Many, but not all are depicted in this historical timeline.



## ► 1940s

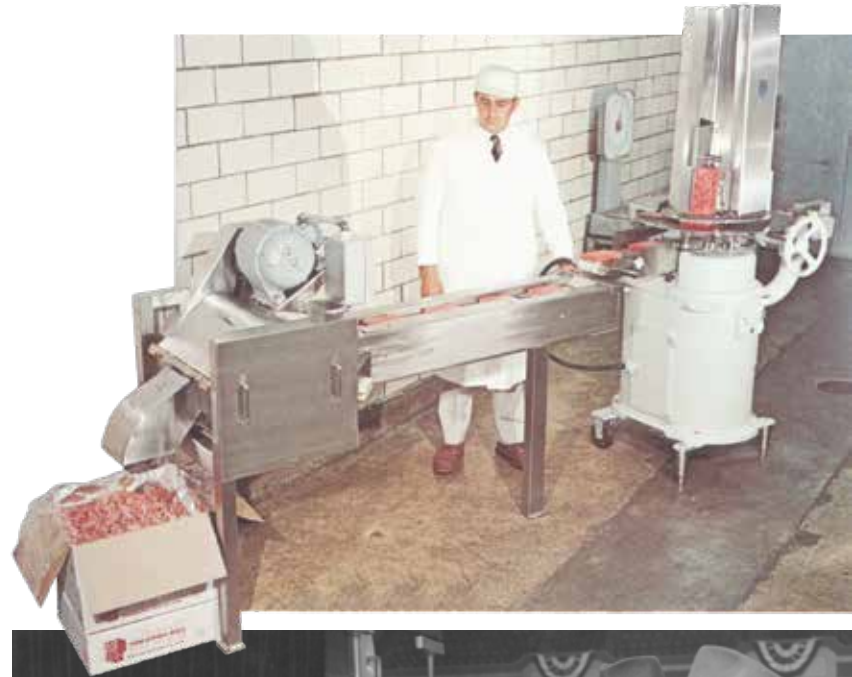
- Model L & Model SL > Designed for the poultry and meat industries.

*A multitude of dicing machine and slicing machine patents. Slicing machine patents incorporating successive stages through use of centrifugal force. Dicing machine patents related to reducing fruits and vegetables into cubes and other shapes.*

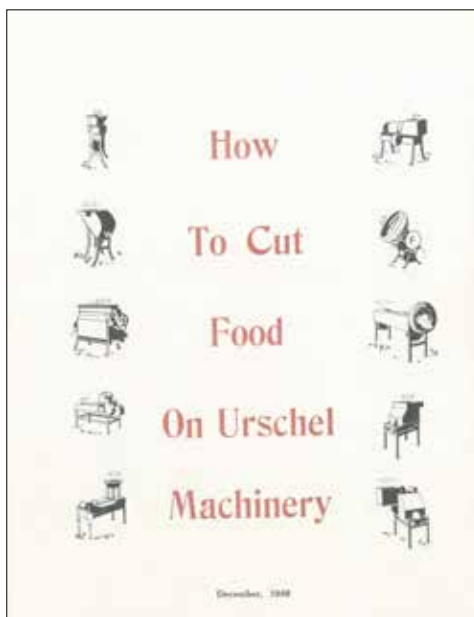


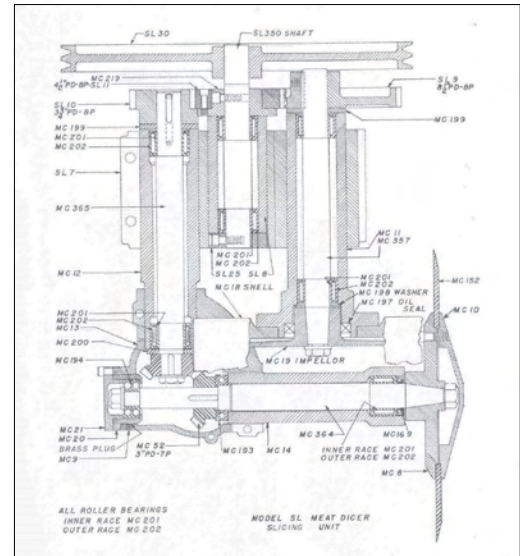
## ► 1948

- Model AA > Quartering and halving for pickles, beets, carrots, and tomatoes.
- Model O > Transverse pickle slicer; crosscut slicing of elongated products.



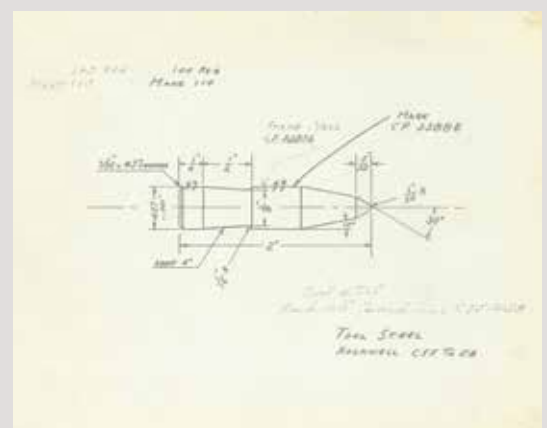
Model X (1940s). A total of 121 units were sold. Back then, canned tomatoes contained a hard, green core that required removal.





## ▶ 1940s

During World War II, Urschel assisted with the war effort. The company ceased making food processing machinery and manufactured shell loading and assembly equipment as well as a number of other parts for aircraft.







*Machine patents including fruit destemming, mushroom trimming, beet slicing, and corn slicing.*



## ► 1953

Kenneth Urschel (1922 – 1996), younger brother of Joe and Gerald, utilizes his talents at the company by refining and improving strategic logistics, cost controls, inventory, and shipping procedures. He also honed his architectural and design skills with the construction of the new plant in 1957.

## ► 1955

- Model SC scarifier > Slitting skins of fruits and vegetables such as blueberries, peas, and cranberries for further processing.

*Patent related to machine for slicing corn kernels.*

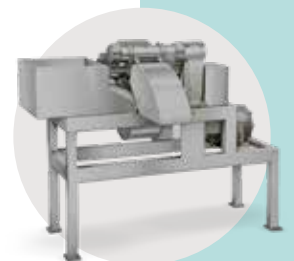
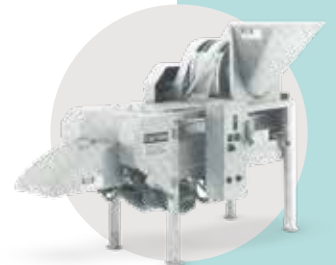
## ► 1956

- Model W > Lengthwise french style cuts of flat pod beans.

*Patented machine for performing intersecting cuts.  
Patented method and apparatus for slitting beans.  
Patented method and machine for perforating layer/skin of a food product.*

- The Model G Dicer > Developed to dice and strip cut fruits and vegetables. It is later replaced by Models G-A (1972) and GK-A (1972).

*Patented meat comminuting machine.*





## ► 1957

Urschel Laboratories moves from 158 S. Napoleon St. and opens a newly-built facility at 2503 Calumet Avenue. The new facility totals 22,250 square feet. Urschel will continue to expand this facility in coming years.

*Patent on machine for slicing including longitudinal supports, gradual advancement of product, and precision slicing.*

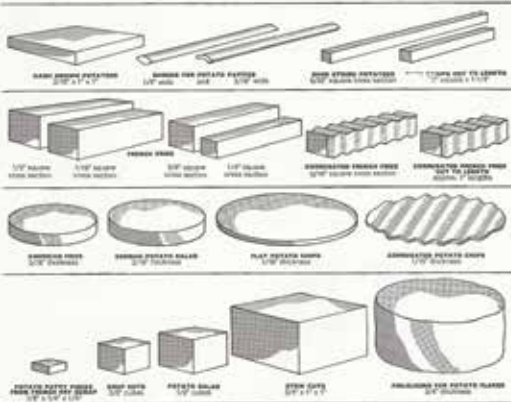
- The Model OV Slicer > Developed for cross cut slicing of elongated products such as pickles, carrots, and celery. The machine makes one precise slice at a time at a rate of 500 slices per second. Replaced the Model O with a simpler design and higher capacity.





## how do you cut potatoes?

New potato shapes, created to revitalize lagging appetites, are making important sales moves all along the nation's shopping fronts. Unchisel machines can cut practically any shape you want. They feature precision uniformity, highest yields, lowest product loss, unusually high capacities, low maintenance, and complete product protection (product contacts only stainless steel or special non-corroding metal surfaces).



*Consult with an eating specialist*

**URSCHEL**  
LABORATORIES, INC.  
VALPARAISO, INDIANA

Designs and manufacture of precision, high speed rolling equipment for food products



EANSHE/PARKER for November, 1998



FOXTED SEEDS may be the first of many vegetable varieties to have "home-grown" status.

**ADDITIONAL FILES** for private clip regions: operations of opening and closing windows.

## New Slicer, New Bagger for Potato Chips

Kas Foods, Inc., Centralia, Ill., tests a new approach to slicing. Quality is improved.

"We used to cut the knives against the thickness of a dime," Ralph Kennedy, president of Kas Foods, Inc., Centerville, Ill., said. He was wrestling with the knives on a spare slicing head of a new potato chip slicer, an Crouched Model "CC."

He moved a gauge to the knife edge and watched as the dial hand spun to show the setting in thousandths of an inch.

Behind him, the dome-topped slicer was tearing through some 1,000 lbs. of potatoes an hour, at the capacity

Across the room, was one of the old slicers, a capable machine, Mr. Kennedy said, but not a precise one. It is still in use at Kax Foods, and is many other modern potato chip plants across the country.

Füller, H. Antennennetz

In the packing room at Kan Foods, Inc., a battery of Wausau filling and packaging machines handles the

1,300 lbs. of chips per hour that come from the production room. Gates operated by electric eyes scoop chips all of a conveyor into the holding bins on the filling machines. All except one are standard filling machines. Bags are closed and sealed by heat sealing machines.

However, at the end of the line, the last machine is an experimental Woodman model. Potato chips are weighed automatically and pushed into a chute. Film from a roll has formed a bag. The chips enter the bag and the bag is sealed and conveyed to an accumulating bin. One operator handles the entire bagging operation. Girls at the bin place the packages in shipping cases.

### Slicer Is Precise

Both of these developments, the filler and the slicer, are significant for the dry foods industry and possibly for the processing of many other foods. The hunt for a more grocer slicer was begun by the potato chip manufacturers several years ago. The National Potato Chip Institute turned the problem over to USDA Laboratories—with recommendations for a new machine—that would cut a chip accurately. Mr. Kennedy was one of the M.R.C.I.'s Research Committee.

The new slicer was developed and tested and the first production model was moved into the Kan Foods plant in February.

### Machines Are Tested

The new machine is radically different from the conventional slicing machines in two respects. The slicing head is held stationary and the potato moves across it. In the conventional slicer, the potato knives whirl around



**PRODUCTION LINE** at the Speedy, too. Includes floor, walls, ceiling, doors, front and rear seats in the vehicle.

1

JOURNAL OF CLIMATE For November 2000

► 1958

The first expansion which doubles the size of the plant.

- ▶ The Model RA Dicer > Replaces the Model R. The Model RA creates higher quality cuts at greater capacities. It is later replaced by the Model RA-A in 1972.
- ▶ Model OC > 30° crosscut bias slicing of elongated products such as celery and green beans.
- ▶ Model RS > Small centrifugal slicer with a 12" diameter cutting chamber.
- ▶ Model HT > Specifically designed to dice fresh or canned tomatoes and retain liquid—limited number sold.
- ▶ Model HS > Centrifugal slicer producing flat/straight slices.
- ▶ Model GKS > Centrifugal slicer producing corrugated slices.



► 1959

- The Model CC > Developed to meet the snack industry's demand for slicing potatoes for chips. This machine has been updated over time, and remains the world's top selling commercial potato chip slicer.

Patent regarding method of slicing;  
machine comprises a stationary slicing  
head and a concentrically arranged  
rotating impeller unit.



Welcome to

## URSCHEL LABORATORIES

Open House

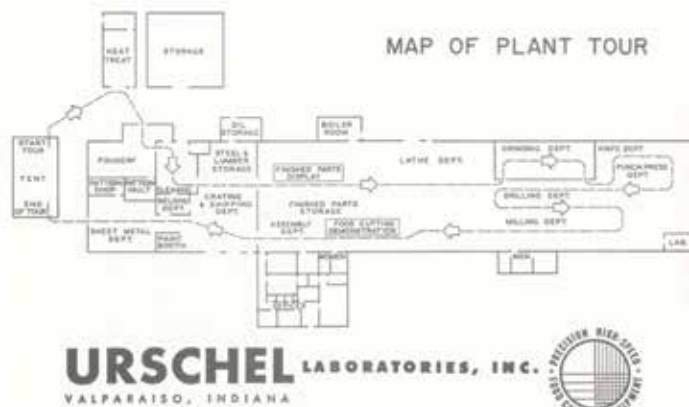
In celebrating our 50 years in the research, development, and manufacturing of precision high-speed food cutting machinery it is our desire that your visit to our plant be an enjoyable one.

Large arrows have been placed on the floor of our plant to mark the direction of the tour. **Please follow arrows.**

All employees are wearing name tags, and they will be happy to answer any questions you wish to ask.

At the end of your tour we cordially invite you to return to the tent for refreshments. At this time free picture books about Urschel Laboratories will be given to you.

We wish to sincerely thank you for your visit to our plant.



Urschel celebrates 50 years in the food processing industry with an open house for employees, family, and friends.

## ► 1960s

Product test cutting area is designed where customers may visit to view test cuts of their products.

Urschel establishes regional sales offices in the U.S. and organizes international sales representatives around the globe to meet industry demand. Today, Urschel serves over 120 countries wherever food is commercially processed.

Several patents awarded on the method, design, and parts related to the comminution cutting principle, employed in the MG mill, today's Comitrol line. Other patents: orbital slicing chamber for use with juice laden products operating with use of centrifugal force; orbital transverse strip cutting knife assembly; knife assembly for use with a tubular cutting to produce segments, wedges, or axial cuts.

### an Urschel cutting engineer is near you for better service







THE **comitrol** HAS A  
WONDERFUL WAY WITH FOODS



The Urschel Control is giving its "beauty treatment" to a growing list of products. It features a wide range of precision cut particle sizes, with low frictional heat to avoid discoloration. Result: smoother juices and purees, more stable emulsions and suspensions, finer nut butters, more uniform granulations. Medium to high capacities to match your needs.

Pictured are a few of the many foods transformed by this versatile unit into a special taste class tempting consumers back for more and more.

Control has a wonderful way with products. Why not yours? We'll be happy to arrange a test run in our Research Kitchen. Simply phone or write.



Urschel cutting machine designed for controlled comminution.



**URSHEL**  
LABORATORIES INCORPORATED  
VALPARAISO, INDIANA 46383 U.S.A.  
TELEPHONE (219) 468-3100

Designers and manufacturers of precision, high speed cutting equipment for food products

ROY ZEFF & ASSOCIATES

STY. MAR. 70

## ► 1963

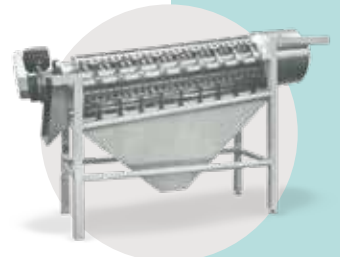
- Model MG milling machine is unveiled. It incorporates centrifugal force in its operation with the ability to cut very fine to large particle sizes. This will later evolve into the Comitrol® Processor line of milling equipment.



## ► 1964

- Model FF > Bean snipper.

Multitude of patents related to the carriage, conveying, and concentrically arranged rotation of products on the Models CCL and CC and the slicing methods. Patents related to improvements on bean snipper.







## ► 1966

- Model CCL > Unique lattice cutting of potatoes.
- Model GRL Strip Cutter > Corrugated or flat/straight french fries named after the then-famed burlesque performer, Gypsy Rose Lee.

*Patents related to strip cutting apparatus and strip cutting machine.*

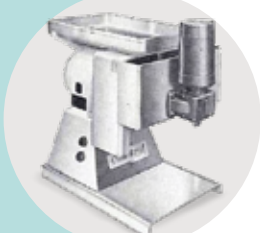
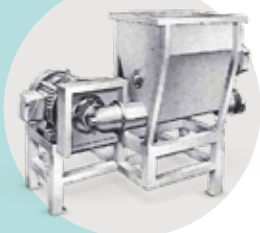


## ► 1970s

Comitrol Processor line grows with the addition of the Comitrol Processor Models 2100, 3600, and 4200.

The third generation of the Urschel family, Dan, Bob, and Elena Urschel assume active roles managing the company.

*Patents awarded on specific parts related to the Comitrol line. Additional patents awarded covering unique improvements to knife structure and knife assemblies, and improvements to other existing methods of cutting.*



LEFT TO RIGHT,  
TOP TO BOTTOM:  
Kenneth Urschel  
Bob Urschel  
Gerald Urschel  
Elena Urschel  
Joe Urschel  
Dan Urschel



**...it looks like any other burger...but what a difference! Flake cutting makes the difference!**

*Flake cutting...the meat tissue is uncrushed...the taste of steak  
Flake cutting...the gristle is parchment thin...eliminates hard pellets  
Flake cutting...the flakes interlock...patties hang together  
Flake cutting...fat becomes transparent when frozen...better appearance*

The Urschel Comitrol cuts thin flakes with flavor, texture and processing properties superior to ground beef.

Urschel machines are widely used in the food industries for precision, high speed cutting of meats, poultry, fruits and vegetables into varied shapes and sizes... from large dices to micro particles. If you're interested in upgrading your products, let us cut them in our modern research kitchen. Write for literature.



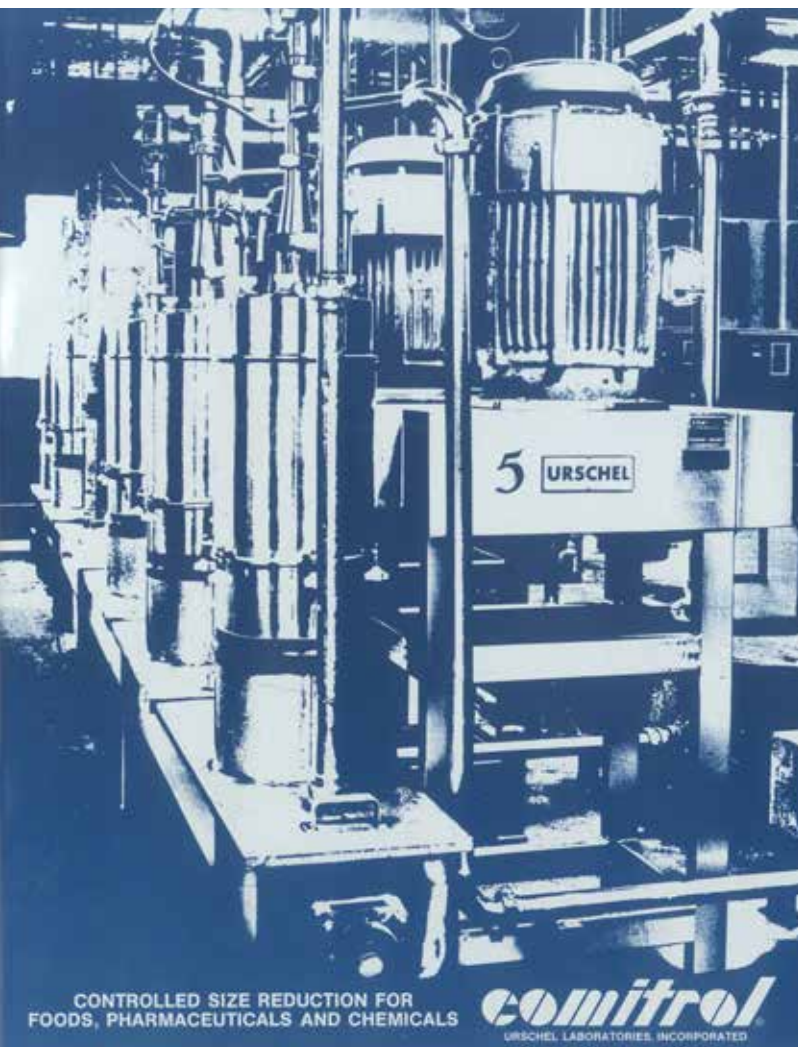
The Comitrol®



**URSCHEL**  
LABORATORIES INCORPORATED  
VALPARAISO, INDIANA 46385 U.S.A.

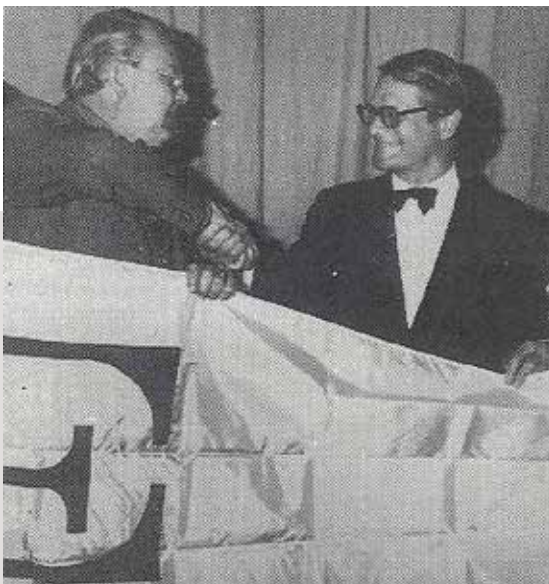
What's an Urschelburger? Find out at Urschel Booth 308-11, A. M. I. show, September 17-20, Palmer House, Chicago

Designers and manufacturers of precision, high speed cutting equipment for food products



## ► 1972

Urschel International Ltd., the first subsidiary office in England, opens. Subsidiary offices will continue to open throughout Europe.



## ► 1975

Urschel is presented with the President's "E" Award for excellence in exporting. At this time, the company was successfully exporting to over 70 countries.





## ► 1978

After a series of additions, Urschel Laboratories now exceeds 110,000 square feet.

## ► 1983

3000 square foot expansion of the product test cutting area.

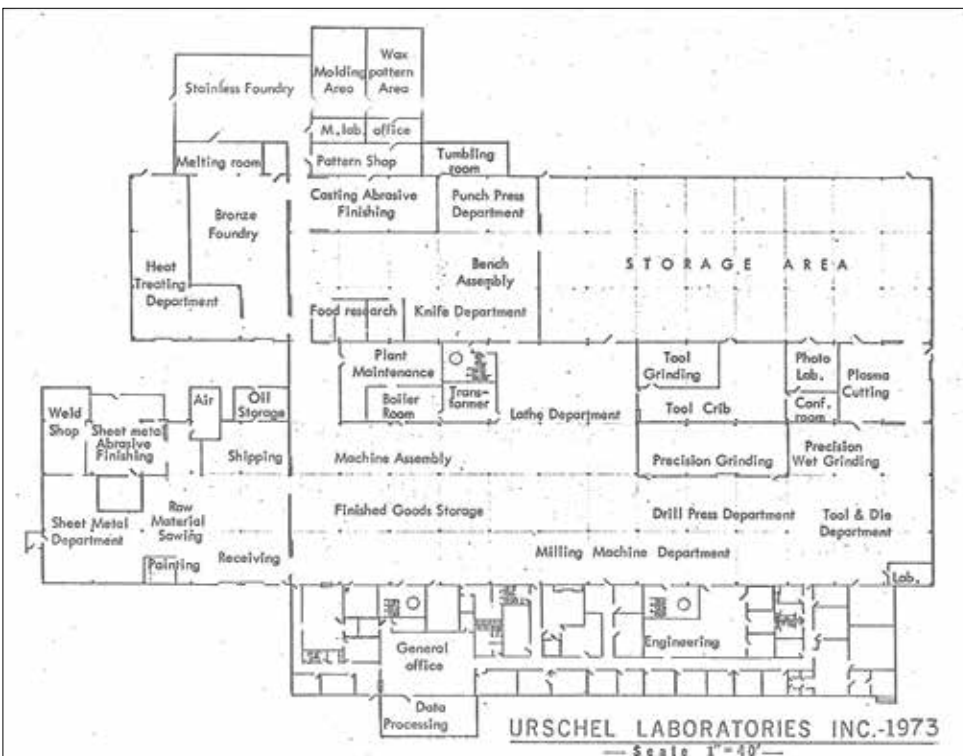
*Patents: tubular, unitary cylinder with radial holes used in conjunction with other processing components.*

## ► 1985

► Model N Granulator > Compact granulating system for nuts.







**WHEN IT COMES TO Slicing, Dicing, Strip Cutting**

It's natural to look to Urschel. The Model G, for example, is one of the most versatile units ever designed for cutting foods. On this one compact, rugged machine, you can uniformly slice a variety of products including soft ripe fruits and brittle root vegetables. With interchangeable parts, its versatility extends to dicing, strip cutting and the production of special pieces. The Model G noticeably upgrades quality of cut for best pack appeal and salability. Features simplified, gentle operation up to 11 tons per hour with negligible product waste.

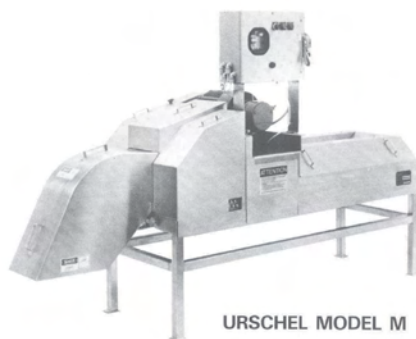
SLICER	any thickness to 3/4" (also dices out)
FRENCH FRY CUTS	3/16", 1/4", 1/2", 3/4", 1"
SLABING CUTS	1/8", 1/4", 1/2", 3/4", 1"
SHRIMP	1/4", 1/2", 3/4", 1"
SPECIAL	5/16" x 3/4" x 1/4", 1/2" x 1/2" x 1/4", 3/4" x 3/4" x 1/4", 1" x 1" x 1/4" x 1/4", 1 1/2" x 1 1/2" x 1/4", and others.

**URSCHEL LABORATORIES INCORPORATED**  
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VALPARAISO 4793-4600

Designers and manufacturers of precision, high speed cutting equipment for food products

ROY ZEPP & ASSOCIATES

## Introducing A New Way to Cut Fresh or Frozen Tempered Meat



**URSCHEL**  
THE SIZE REDUCTION SPECIALISTS

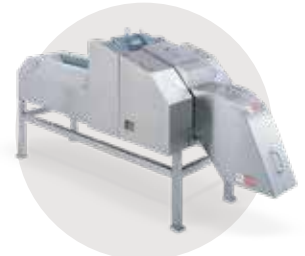
### ► 1986

Patents related to Comitrol impellers and comminuting equipment. Patents related to improvements to circular knives and methods

### ► 1988

► The Model M Dicer > Introduced to the meat/poultry industry for the dicing, strip cutting, and shredding of products through a wide range of temperatures.

Patent related to knife assembly for watergun system use.





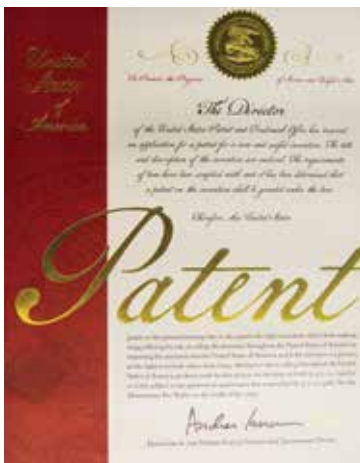
## ► 1989

U.S.D.A. Dairy Division accepted Model CC-D Cheese Shredder is introduced.

*Patent regarding a rotary slicing machine including a cylindrical-shaped cutting assembly with an elongated feed chute.*

## ► 1990s

*Multiple of patents: method of making a knife having a scalloped cutting edge; dicing machine for cutting slabs of fresh or frozen tempered meat; knife blade and assembly of knives held under tension; cutting head for slicing; spindle carrier and holder; apparatus for conveying food products of varying sizes; rotary apparatus with a plurality of knives utilized on a cutting wheel; low friction shielded bearing assembly.*



# The \$100,000 Spare Part.



Downtime is expensive.

So when it takes weeks to get the spare part you need for a production machine, it can really cost you in lost production time and wasted product. You can't wait for spares! That's why any spare part for an Urschel® food cutting machine is shipped from inventory in hours, not weeks, anywhere in the world.

**Urschel precision.** And they're genuine, precision-manufactured Urschel parts. From washers to complete cutting head assemblies, every spare part is designed with the same exacting tolerances and

craftsmanship as your

Urschel machine. They fit and perform just like the original.

**What are your needs?** Urschel manufactures a full line of milling equipment and the quality spare parts to meet even the most demanding food, chemical or pharmaceutical size reduction applications.

**Find out more.** For a free video and brochure about Urschel Laboratories' line of precision milling machines, call us today at 219/464-4811.



**URSCHEL**  
THE SIZE REDUCTION SPECIALISTS

2530 Calumet Ave. • P.O. Box 2200 • Muncie, Indiana 47304-2200 • Phone (219) 464-4811 • Fax (219) 465-3070 • [www.urschel.com](http://www.urschel.com) • E-mail: [marketing@urschel.com](mailto:marketing@urschel.com)  
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## HIGH CAPACITY

## SLICERS & DICERS

## FROM URSCHEL

Whether you're slicing, dicing, shredding, or strip-cutting, Urschel® equipment achieves high capacity, precision size reduction for thousands of products and applications. Since 1959, Urschel Laboratories has been providing profitable solutions to the food, chemical, and pharmaceutical industries around the world. Find out how Urschel's full line of slicers and dicers can maximize your yield and match your size reduction requirements. For a free catalog, call us today at 219/464-4811.

**URSCHEL**  
THE SIZE REDUCTION SPECIALISTS



**A Better Way to Cut Segments, Strips, and Slices**

The patented Urschel Model VSC is a versatile machine capable of making segments, slices, and square or rectangular strips from products such as carrots, peaches, cucumbers, and potatoes. The system employs the latest type of cutting technology that will now also available only with larger watergun cutting systems. With the Urschel Model VSC, processors of all types can benefit from the proven cutting principle. The Model VSC features variable speed drive, fingered access panels, quick changer of cutting heads, and easy clean up and maintenance. Depending on your production requirements, the Model VSC is available in either hand or auto feed configurations. Take advantage of our comprehensive, non-damage ton feed cutting facility and invest in the Urschel Model VSC with your product. For more information, contact Urschel Laboratories or your Urschel Sales Engineer.

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Phone: 219/424-4111  
Fax: 219/424-3679  
www.urschel.com  
E-mail: info@urschel.com

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## ► 1991

- Urschel introduces two machines. The Model VSC Segment Cutter is designed with blades held under tension for the cutting of carrot sticks and pickles spears.
- The Model RA-D is a U.S.D.A. Dairy Division accepted cheese dicer.

## ► 1993

- The Comitrol Processor Model 9300 is introduced. The largest of the Comitrol® Line, it is noted for its single pass fine milling operation of peanut butter.

*Patent: Comminuting Mill*





## ► 1995



The TranSlicer® Cutter is introduced (later renamed the TranSlicer 2500). It revolutionizes the fast-growing salad industry with its ability to accept up to a 6" head of lettuce and uniformly cut it for bagged lettuce on grocery shelves.

## ► 1997

*Patent related to food dicing machine with adjustable stripper plate, employing a pivotal axis.*



# HARVEST BIG PROFITS

WITH HIGH CAPACITY SLICERS AND DICERS

Improve the throughput of your line with precision size reduction equipment from Urschel Laboratories.

Urschel, the world leader in high capacity size reduction equipment for the food industry, offers a full line of machines for slicing, dicing, shredding, or strip cutting.

By designing machines with specific products and applications in mind, productivity can be maximized, while minimizing fines and other objectionable cuts. For example, the TranSlicer® cutter by Urschel can produce accurate 3-dimensional cuts on leafy products up to eight inches in diameter, with no pre-cutting required.

Urschel® machines have proven their performance with large, and not so large food processors all over the world. In no time we can help your business harvest big profits, call **(219) 464-4811** for free information on Urschel size reduction equipment, or visit us on the Internet at [www.urschel.com](http://www.urschel.com).

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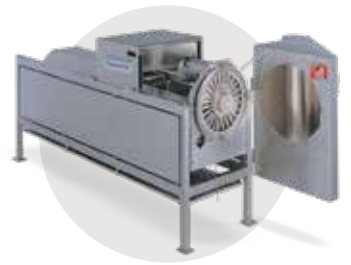


ENGLAND



## ► 1998

- Urschel introduces two machines.  
The TranSlicer® 2000 Cutter specializes in the slicing of elongated products.
- The QuantiCut® Dicer is Urschel's largest dicer, and it includes a feed hopper which accepts product up to 10" in any dimension.



## ► 1999

Urschel International Ltd. European Headquarters opens a newly constructed office in Leicester, England.

The Urschel Asia Test Facility in Singapore opens.

*Patent on knife and cutting wheel apparatus for food slicing.*





**COMPACT DESIGN  
COMMANDING CAPABILITIES**

**DiversaCut 2110™  
Dicer from Urschel**

Compact yet powerful, the DiversaCut 2110™ Dicer uses less floor space than other size reduction equipment yet offers high production capacity and less waste. Specially designed and manufactured to accept a wide range of products, the DiversaCut 2110™ Dicer will satisfy many of your cutting requirements.

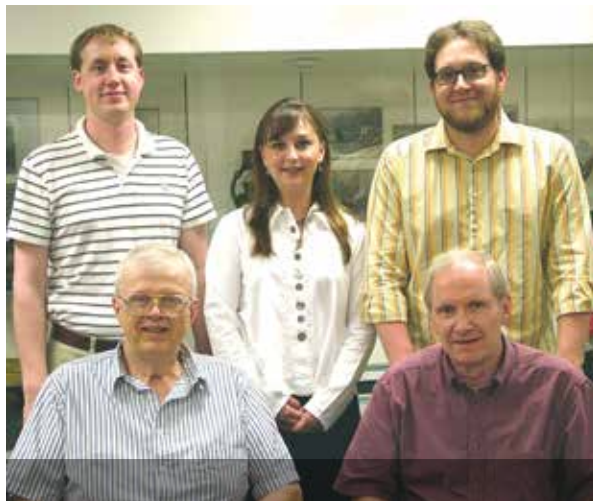
- Several cutting options - slices, dices, strip cuts
- Compact design
- Power to handle tough jobs
- Accepts large products without precutting
- Easy to clean and maintain
- Stainless steel construction resists rust and corrosion
- Compact cutting zone improves quality of cuts

For more than 90 years, food processors worldwide have relied on Urschel's specially designed size reduction equipment because it's simple to operate, proven to work and it's backed by our tradition of excellent service.

**URSCHEL®**  
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LEFT TO RIGHT, TOP TO BOTTOM:  
Rick Urschel, Heather Lynch, Andy Urschel  
Dan Urschel, Bob Urschel



## ► 2000s

The fourth generation of the Urschel family, Rick and Andy Urschel and Heather Lynch, joined the company.

*Numerous patents: methods of uniform slicing using rotary cutting wheels, transverse slicing components, plurality of knives held under tension, and knife/knife holder pertaining to cutting wheel; apparatus for dicing machine with improved squareness; knife blade with a concave, curved characteristic; food dicing machine with adjustable stripper plate; improved impeller; cutting head and mounting support system; pump assembly.*

## ► 2002

The DiversaCut 2110® Dicer is introduced. It is noted for superior dices and the ability to accept large input product up to 10 inches.





## ► 2003

To celebrate the 150th anniversary of the potato chip, Urschel participated along with Ohio-based chippers to produce the world's largest bag of potato chips. With the Model CC in tow, some of the Urschel team drove to the Ohio State Fair. A complete potato chip line was set-up under a large 20 x 40 ft tent. After 8 hours, the specially made bag standing 8' tall by 5' wide x 5' deep, was filled to the top with an amazing 1,082.5 lb of potato chips. This shattered the previous Guinness World Record of 450 lb.



## ► 2004

Urschel Asia Pacific Pte. Ltd. (UAP) (formerly Urschel Asia Test Facility) forms in Singapore, and other direct sales offices in China, Thailand, and India open.

Another building addition (12,500 square feet) is completed for a total of 230,300 square feet. This includes the state-of-the-art No Bake Foundry which offers the latest in foundry technology.

## ► 2005

A 5,000 square foot addition expands the Product Test Cutting Facility. This doubles the amount of space to meet ongoing customer demand, increases storage space, and facilitates ongoing research and development.



FRANCE



## ► 2006

- The Model M6 Dicer is introduced. This dicer combines all of the strengths of the previous Models M, M3, and M-L Dicers, plus has increased sanitation and a streamlined design.

Urschel opens Urschel Equipment, a new department of the company dedicated to the purchasing and selling of refurbished Urschel machinery.

The relocated new Urschel International Ltd. France subsidiary office has its grand opening.

The U.S.D.A Dairy Division accepted Model CCX-D Cheese Shredder is introduced. The CCX-D offers highly polished interior and exterior surfaces and simple access through hinged and swing-away openings to promote sanitation and ease maintenance.






The Magazine of the Greater Valparaiso Chamber of Commerce Volume 5 Issue 4 Fall 2005

# Valparaiso magazine

**Great for Families & Great for Business**



**It's Great to Make it Home**

## CHEESE CUTTING SOLUTIONS

From Your Dairy Food Products Size Reduction Specialists



URSCHTEL MODEL CC-D



URSCHTEL MODEL RA-D



COMITROL® PROCESSOR MODEL 1700

Successful size reduction of dairy products depends upon many variables including temperature, moisture content, and the selection of a suitable cutting machine. Whether you are slicing, shredding, grating, purring, dicing, granulating, or cubing, Urschel size reduction equipment delivers a consistently, uniform product with excellent results. Urschel equipment incorporates innovative design features which allow processors to change the type and size of cut for a variety of product applications. All units operate continuously at high production capacities and feature simplified design for easy cleanup and maintenance. Additional savings are realized with a larger percentage of useable product, less waste, and fast, efficient size reduction.

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**URSCHTEL®**  
THE SIZE REDUCTION SPECIALISTS

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URSCHTEL EQUIPMENT

## ► 2007

- The DiversaCut Sprint® Dicer is introduced. The Sprint is a rugged, compact dicer designed for precise, efficient small scale production runs.

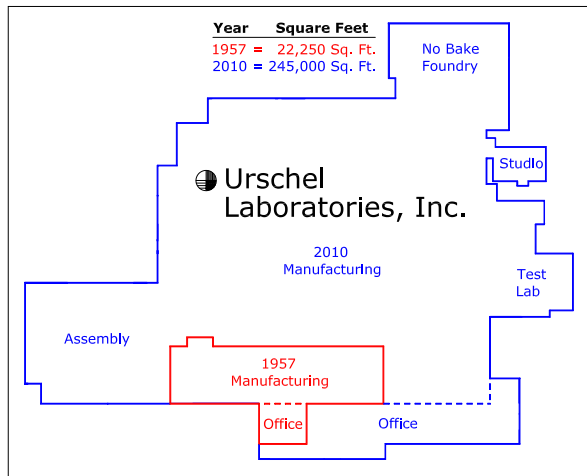


## ► 2009

- The TranSlicer® 2510 Cutter replaces the TranSlicer® 2500. The new cutter offers a larger discharge chute, sloped sheet metal, and other engineered improvements.







## ► 2010

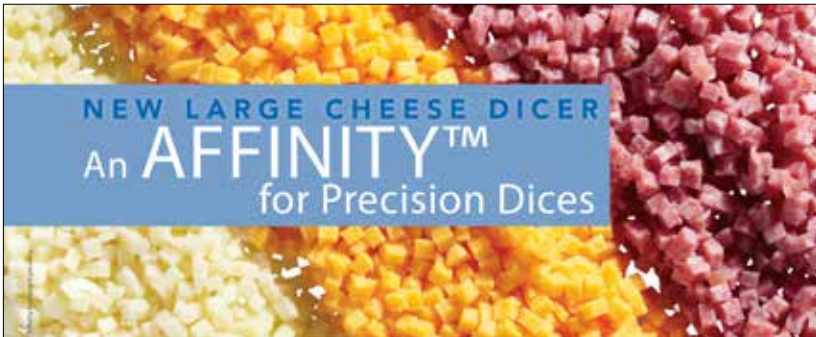
Urschel celebrates 100 years of manufacturing precision food cutting equipment.

*Urschel continues to amass patents. Of note from 2010 to present day: Cutting head/impeller apparatus; knife/cutting wheel apparatus; knife/slicing wheel apparatus; slicing wheel with built-in stabilizers; several apparatuses for cutting food product; several food product shapes; material reduction method for food and nonfood products; crosscut device for dicing machine; a number of dicing machines and dicing methods.*


## ► 2011

The first direct Latin American Urschel office Urschel Latinoamérica S.R.L., opens in Argentina. Urschel opens new subsidiary office in Italy.






**NEW LARGE CHEESE DICER**  
An **AFFINITY™**  
for Precision Dices



Introducing a heavy duty cheese dicer with a sanitary design that even excels at dices as small as 1/8" — **precision cutting at its finest.** U.S.D.A., Dairy Division accepted.

Learn more about the **NEW AFFINITY™ DICER** at:  
[www.urschel.com/newcheesedicer.html](http://www.urschel.com/newcheesedicer.html)

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## ► 2012

Urschel announces plans to construct a new facility. The Valparaiso plant had been expanded numerous times throughout the years, and was landlocked at its current address. The company entertains different locations that will offer ample room for future expansion. Many things were considered during the decision making process to limit disruptions. Employee average commute times were one of these factors. Extensive evaluation of part sales and production times were measured to enable ramping up production to fulfill the flow of constant orders. Research and development projects were prioritized to make sure goals were attainable during the extensive moving process.

- Urschel introduces the new Affinity® large U.S.D.A., Dairy Division accepted dicer.



100 YEARS OF URSHEL >>

# 100 and still cutting edge

American company Urschel Laboratories was established in 1910 when William Urschel designed the Occamberry Stripper in Indiana to remove the stem and blossom ends from greenberries. Now, 100 years later, it is a global company with a worldwide factory-trained network comprised of service, sales, and support staff.

## 100 years

**N**ot being on its knees, Urschel Laboratories is commemorating a century in the manufacturing of precision food cutting equipment by continuing to improve its worldwide reputation for excellence by working in partnership with customers to meet the ever-changing challenges in the food processing marketplace.


Increasingly, the designing of new energy-saving machinery as well as more, more precise cuts, are just a few of the ways the engineers of Urschel have risen to, and continue to rise to, the demands of the dynamic industry.

Every machine Urschel manufactures is an original Urschel design that is easy to use, reliable, works and increases production.

It is no truth if it is a surprise, that High Bob Urschel, President and CEO of Urschel Laboratories, maintains that innovation is something that has remained a driving force for his company.

He said, "My grandfather's machine kept and adds to the base of something from an all encompassing perspective that would have the company's ongoing success."

"The factory was located at 150 Harrison Street and parts of the building are still in evidence today. In fact, the only window was broken and too ugly, high. That house was



WILLIAM URSCHEL, FOUNDER

Urschel is a 100-year-old company, and it's only part of our history. We're proud of our heritage, innovation, and customer service. We're proud of our 100 years of excellence in the food processing industry. We're proud of our 100 years of innovation and customer service. We're proud of our 100 years of excellence in the food processing industry. We're proud of our 100 years of innovation and customer service.

42





## ► 2013

Rick Urschel is appointed the new president/CEO succeeding his father, Bob Urschel. Bob remains actively involved with the company as chairman of the board.

Urschel purchases a 160 acre parcel in the Coffee Creek area of Chesterton, Indiana, a neighboring town of Valparaiso. More than 300 employees take part in a groundbreaking ceremony for the new Urschel site.

Urschel opens new subsidiary office in Spain. Urschel Portugal and Urschel Germany, Urschel India, and Urschel Thailand relocate to larger offices after outgrowing their previous locations. Urschel Netherlands relocates to a new, larger facility after the previous facility sustains tornado damage.

## ► 2014

New agent distributors are appointed in Colombia and Chile. Urschel maintains quality, longstanding relationships with agents and subagents around the world. They are a valued resource and add strength to the Urschel global network of sales and service.

- DiversaCut 2110A® Dicer is introduced building on the strengths of the DiversaCut 2110.
- Sprint 2® Dicer is unveiled. The dicer delivers the cutting advances of the DiversaCut Sprint plus additional benefits.







## ► 2015

Construction of the new manufacturing/global headquarters is completed, and moving into the new campus commences. Parts inventory has been ramped up in preparation to allow for little disruption to Urschel customers. Departments are moved incrementally. In some cases, departments are split – with some personnel at each location.

At an investment of over \$80 million, the location offers 385,000 sq ft which is 40 percent larger than the previous facility. The new state-of-the-art building at 1200 Cutting Edge Drive offers many manufacturing upgrades, will afford future expansions.



# Urschel workers now owners

## Employees will own food-slicing equipment maker

JOSEPH S. PETE  
joseph.pete@nwi.com, (219) 933-3316

Chesterton-based Urschel Laboratories, a global leader in food-cutting equipment that's been family owned for a century, has been sold to its employees.

Urschel, which makes food-slicing equipment that's used to make McDonald's French fries, Lay's potato chips, and virtually every bagged salad one can

find at the grocery store, decided to give employees an ownership interest because of "uncertainty of the ability or willingness of the fifth generation to run the business."

"This decision was not an easy one to come by, and has been in the works for nearly a year," said Rick Urschel, president and CEO. "I am grateful that the shareholders of the company were able to realize what an incredible benefit this would be for the employees, and what a wonderful way we can reward them for their years of dedicated service. Now, instead of the Urschel

family being the stewards of the company, we have passed that obligation on to the employees. Today, we're all part of the same family."

About 400 employees will get shares in the company every year just on the basis of working there and then sell them back to the Employee Stock Ownership Plan for cash when they retire. They will not have to pay for the shares and will have control over any future transfer of the company, so it would be difficult to ever sell or merge.



Rick Urschel, president/CEO of Urschel Laboratories Inc. in Chesterton, sold the company to his employees Thursday.

Please see Urschel, Page A4



## ► 2016

Rick Urschel announces that the long-time, privately held company owned for generations by the Urschel family has been converted to a 100% employee-owned company (ESOP - Employee Stock Ownership Plan). The employees proudly embrace this change. Rick Urschel, President/CEO and Bob Urschel, Chairman of the Board, retain their roles in the company.

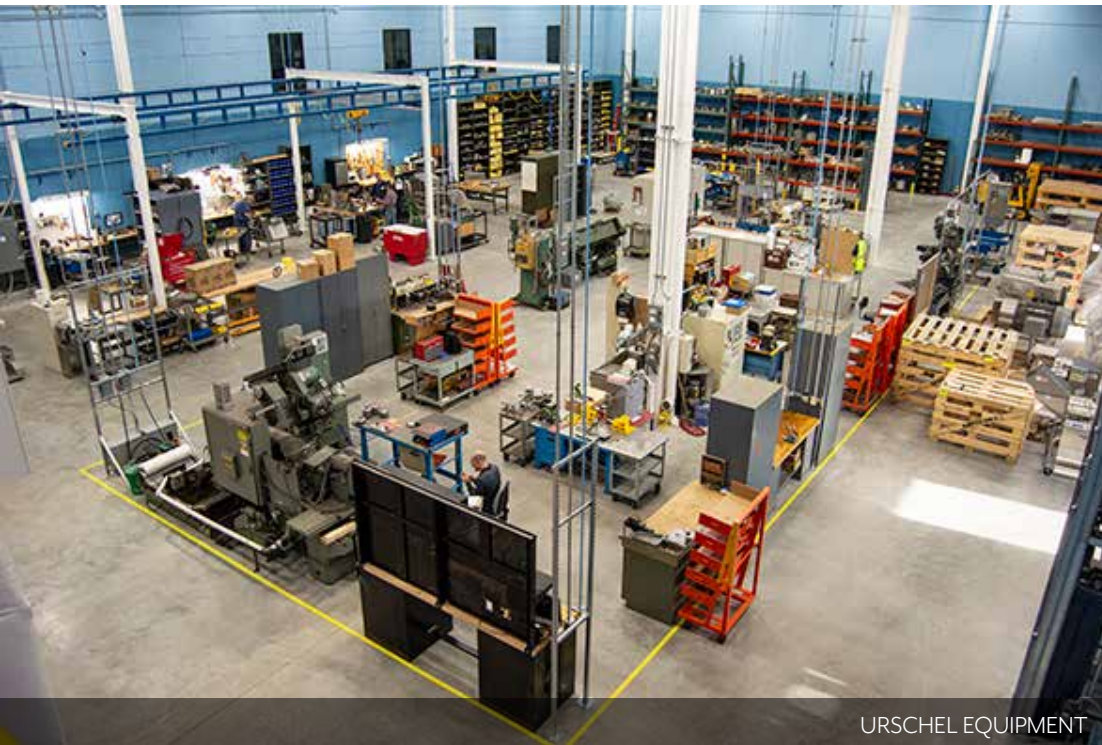


## ► 2017

► Affinity Integra® Dicer joins the Affinity® series.







## ► 2018

Urschel expands the new facility to include additional test labs, Urschel Equipment, a wellness facility, and parking areas. The building now exceeds over 400,000 square feet.

- A new concept in slicing is introduced as Urschel unveils the MicroAdjustable® SL-14 head for use on the Model CC potato slicer.
- E TranSlicer Bias Slicer and DiversaCut 2110A LPI (large product input) machines are both developed as niche food processing markets emerge.

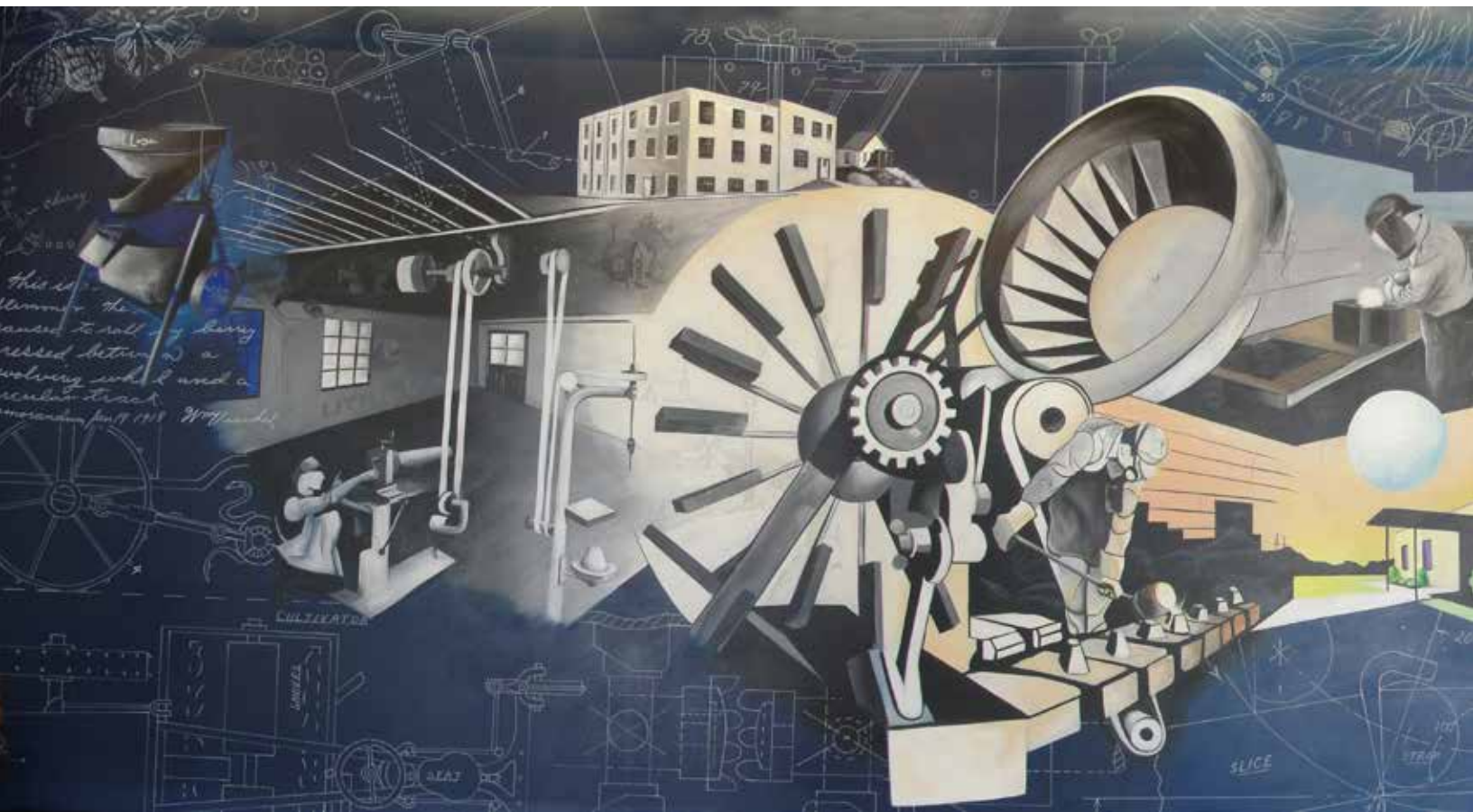
## ► 2019

Another building expansion adds 7,700 square feet of office space to accommodate growing departments. Total square footage will equal 412,169.

- Ongoing research, development, and introduction of new styles of MicroAdjustable heads for the Model CC.







**URSCHEL®**

The Global Leader in Food Cutting Technology

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L3348 OCT 2019 (s.s. L1570)

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