



# Hardbite

HANDCRAFTED-STYLE CHIPS

## Hardbite Chips Looks to Vanmark for Reliable Equipment & Engineering Expertise to Meet Growing Demand for Its All-Natural Chips

### Overview

Hardbite Chips produces all-natural chips made from potatoes and other root vegetables in its new British Columbia, Canada facility. With a larger facility, growing uptick in demand, an increase in distribution coupled with the launch of new products, the company was looking for a way to process more potatoes faster.

They partnered with Vanmark to automate their receiving area.

### RESULTS

**Modernized production line with durable, easy to run and maintain equipment**

**Significantly increased capacity for future growth**

*“We know we can rely on the Vanmark team to bring its team of experts and its suite of potato processing solutions to help us address our challenges and continue to manufacture quality products our customers love.”*

— Kevin Wong, OPERATIONS MANAGER

## Challenges

- Desire to expand globally
- Introduction of new flavors
- Lower production rates
- Reliance on old, used equipment

## Approach

Because Hardbite had existing Vanmark equipment, after purchasing some older used machines from another food processing company, they knew the machines were reliable over the long haul. Based on that experience, the company turned to Vanmark to help it meet its current challenge.

Vanmark worked with Hardbite to listen to its needs and carefully assess the situation before making equipment recommendations.

## Solution

Hardbite purchased a Vanmark Floor Load Crate Dumper to unload product containers quickly; two Metering Hoppers to control line flow rates and provide accurate metering; a Hydrolift Destoner to separate rocks and debris; and an Orienting Roll to consistently feed product to slicers and cutters.

Vanmark managed to ship the equipment on a tight schedule to meet Hardbite's needs. The dumper, metering hoppers, and hydrolifts were installed in Hardbite's receiving/prep room. The orienting roll was installed in its process room.

As Hardbite Chips continues to grow, Wong knows the company will turn to Vanmark to help meet its future needs.

*"We know we can rely on the Vanmark team to bring its team of experts and its suite of potato processing solutions to help us address our challenges and continue to manufacture quality products our customers love."*

We manufacture best-in-class equipment for potato chip receiving lines, along with washing and peeling equipment.

Our durable, easily maintained, and easy-to-run machines help you make more chips and grow your business.

[vanmark.com/By-Food-Application/Chips](http://vanmark.com/By-Food-Application/Chips)