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Vanmark Launches New Brand, Website
New Brand Focuses on Enduring Commitment to Customers

Columbus, OH: Vanmark, a commercial potato and produce processing equipment manufacturer, recently rebranded and unveiled a new website. With this rebranding, Vanmark focuses on over 60 years of quality and enduring commitment to providing the best equipment available. The new vanmark.com offers user-friendly navigation to comprehensive information in key equipment areas of expertise: washing, peeling, hydrocutting and in-process storage within the chips, fries and fresh cut markets.

"We've had some of our customers for decades. They told us that our durable equipment and commitment to their success sets us apart," says Jason Davis, General Manager of the Creston facility. *"We are excited to reinforce and repeat their Vanmark experience to chip, fry and fresh cut producers across the world, through our rebranding and resulting website,"* adds Kris Hearst, General Manager in Boise.

The new branding pays homage to Vanmark's history, while showcasing a refreshed bright blue color pallet, highlighting its dependability, and imagery showing applications before and after processing. New messaging, including a new brand promise of 'Enduring Commitment', speaks directly to corporate values of dedication to excellence.

The new website has a clean design with simple navigation – allowing visitors to easily find and evaluate equipment and service solutions. New features include responsive design and a resources library.

Vanmark is a wholly owned subsidiary of Grote Company, a commercial food slicing and assembly equipment manufacturer, which also rebranded and launched a new website at grotecompany.com.

Vanmark will unveil the brand in-person at Process Expo, September 19-22 in Chicago, in booth #1422.

Visit the new website at vanmark.com.

About Vanmark

Vanmark expertly manufactures industrial potato and produce processing equipment that optimizes in-process storage, washing, peeling and cutting processes.

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