



# Downey's Potato Chips Growing with Upgraded Vanmark Equipment

## Overview

Downey's Potato Chips, a family-owned potato chips business in Waterford, Michigan, has been successfully operating for nearly 40 years. Initially selling freshly fried kettle chips from a small storefront, the company's popularity grew rapidly, leading them to move to a larger facility equipped with commercial processing equipment. When it was time to upgrade their existing 40-year-old peeler, they turned back to Vanmark.

Vanmark helped them upgrade to an 1820 Peeler/Scrubber/Washer model. By replacing their old machine, Downey's increased production and their contract with local grocer Kroger.

## RESULTS

2x

Increased throughput 2x to 2,000 lbs per hour

+

Expanded orders and stores with Kroger.

*"It makes us capable of taking on as many stores as we could dream of, which just wasn't possible before. Knowing our throughput per hour has doubled gives us the confidence to take on more stores, knowing that we can deliver on the demand that will come with them."* - Kali Bagley, GENERAL MANAGER

## Challenges

- Lower production rates
- Maintenance issues on the 40-year-old machine
- Desire to increase throughput and revenue

## Approach

Downey's had a Vanmark peeler that had served them well since the business began. "We thought it was best to go with Vanmark again, and it has been a really good choice," says Bagley. The Vanmark team helped identify the appropriate new peeler model and supported the transition process, including installation, commissioning, and training.

## Solution

Downey's upgraded to the Vanmark 1820 model. The new peeler has increased production and ran smoothly, significantly increasing production and uptime. As a result of the new capacity, Downey's has expanded their orders and footprint with Michigan area Kroger stores.

*"To have a company that will grow with us over the next 10, 20, 30, or even 40 years, as we saw with the old machine, is just...awesome."*

- Kali Bagley, GENERAL MANAGER



The 1820 is one of many Vanmark Peeler/Scrubber/Washer models. Large and small potato chip manufacturers rely on our peelers to prep potatoes for slicing and frying without losing yield.

[vanmark.com/Equipment/Peeler-Scrubber-Washer-1820](http://vanmark.com/Equipment/Peeler-Scrubber-Washer-1820)