



FAMILY-OWNED & OPERATED DEANAN POPCORN SCALES UP OPERATIONS WITH ROBOTIQ PALLETIZING SOLUTION



Deanan®
Gourmet Popcorn



Industry
FOOD & SNACKS



Solution
PALLETIZING



Location
TEXAS



Unit
1



Company Size
35



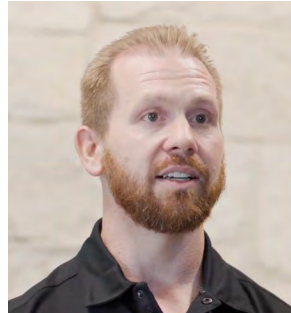
Key Result
**1/2 PALLET
FOOTPRINT**

INTRODUCING DEANAN POPCORN

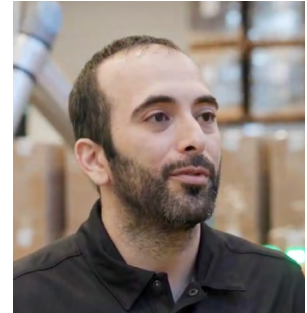
Deanan Gourmet Popcorn, **a family-owned business established in 1979**, has built a strong heritage in the gourmet snack industry by producing high-quality popcorn products.

Initially focused on supporting local fundraisers, the company has expanded to meet the growing demand for its diverse and tasty products. As part of its growth strategy, **Deanan turned to automation to improve efficiency and meet operational challenges.**

This case study explains how Deanan partnered with Robotiq and Olympus Controls to **implement a compact and efficient palletizing solution**, transforming its production processes and paving the way for future growth.



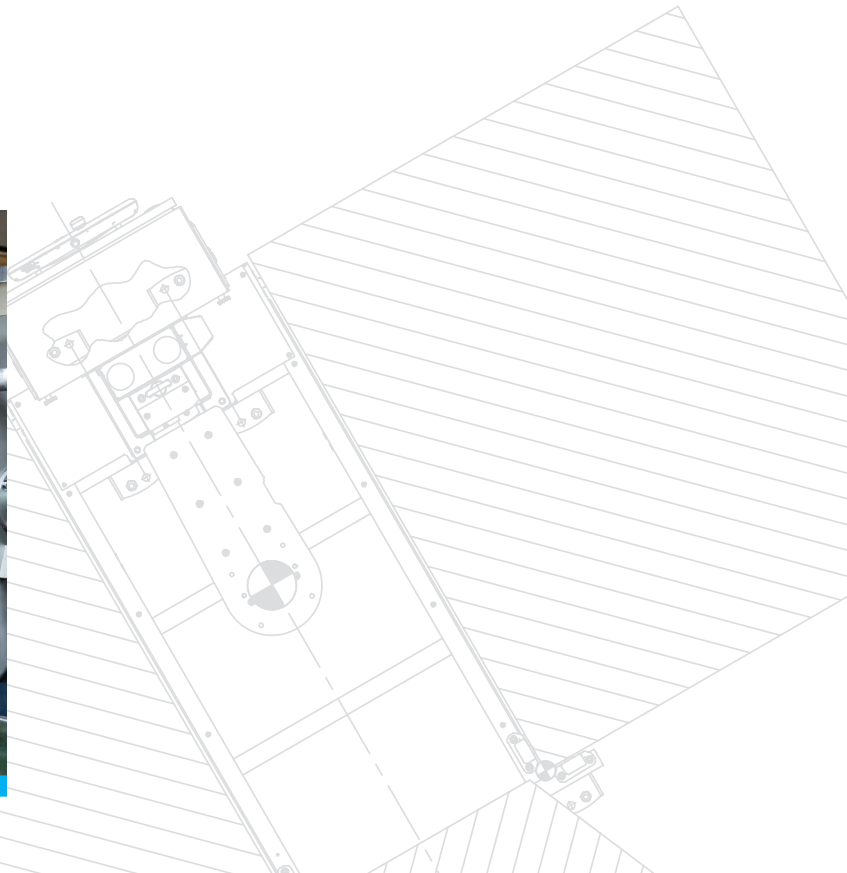
Tref Hodge
Chief Operations Officer,
Deanan Gourmet Popcorn



Leo Barajas
Plant Manager,
Deanan Gourmet Popcorn

“We maxed out this building realistically so we need every inch of space that we can get, and the palletizer helps us a lot with that.”

— Leo Barajas, Plant Manager, Deanan Gourmet Popcorn



1/2 PALLET

footprint

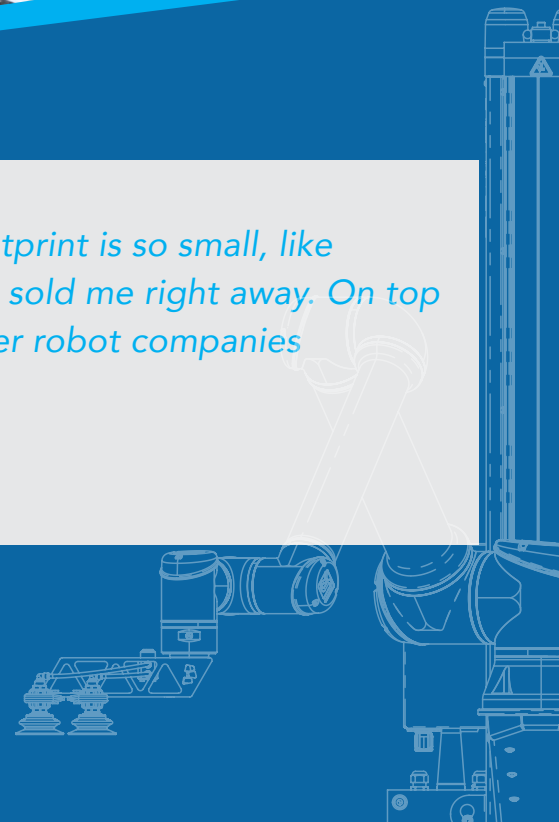
As demand for Deanan Gourmet Popcorn grew, the company faced significant challenges. **Limited plant space made it difficult to increase production, as every inch of the facility was already in use.** Labor shortages, due to the repetitive and mundane nature of palletizing tasks, added to the pressure.

Many available solutions required a **larger footprint than the plant could support, and came with prohibitive costs.** These factors highlighted the need for a compact, cost-effective automation system, capable of meeting space and budget constraints while improving overall efficiency.



“It doesn’t have the big cage around it, and the footprint is so small, like it’s half a pallet, and it’s movable. Those two things sold me right away. On top of that, it had a third of the budget that all the other robot companies had proposed.”

— Tref Hodge, Chief Operations Officer, Deanan Gourmet Popcorn





PALLETIZING SOLUTION

THE SOLUTION

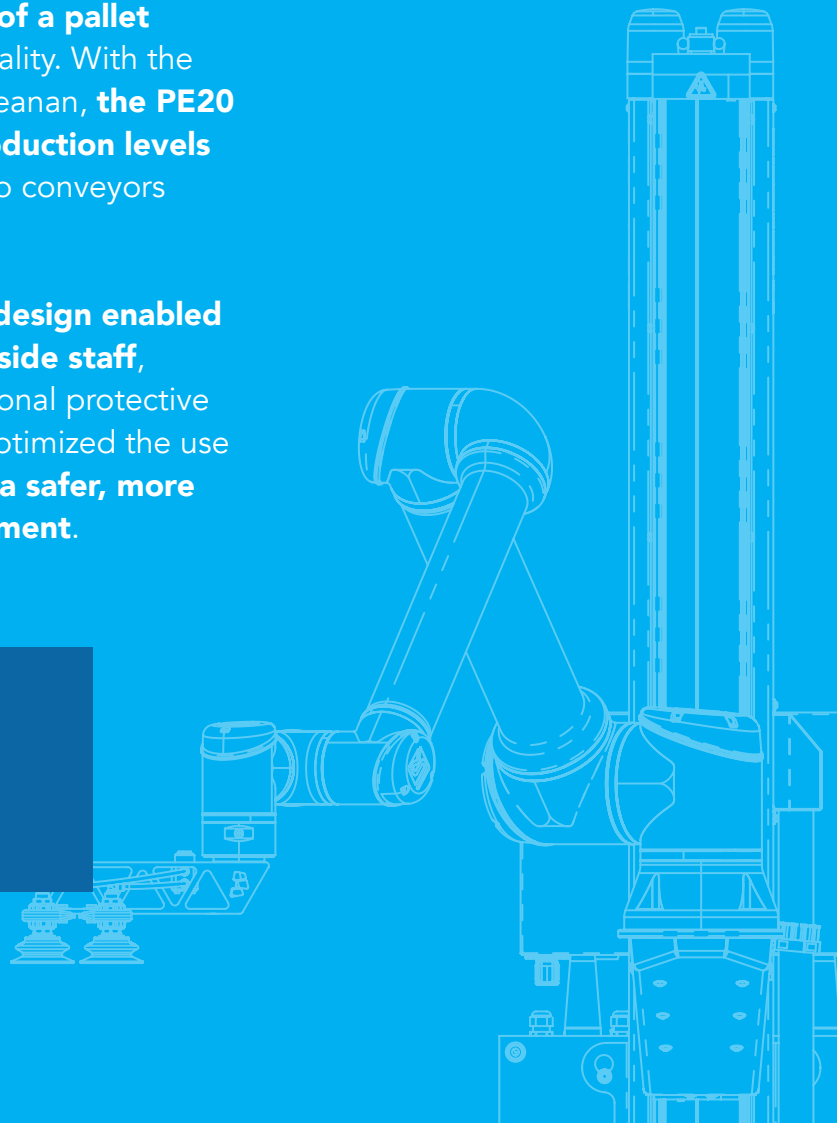
To meet these challenges, Deanan Gourmet Popcorn adopted **Robotiq's PE20 Palletizing Solution**.

This compact solution was strategically **integrated at the end of two conveyors, using only half the space of a pallet** while retaining full functionality. With the increasing demand from Deanan, **the PE20 can sustain increasing production levels** using a configuration of two conveyors linked to one palletizer.

The **PE20's collaborative design enabled it to operate safely alongside staff**, without the need for additional protective enclosures. This not only optimized the use of space, but also **created a safer, more efficient working environment**.

2 to 1

Conveyor to palletizing option





IMPROVEMENTS AND BENEFITS

The implementation of **the Robotiq Palletizing Solution** has brought **significant improvements** to Deanan Gourmet Popcorn's operations. By automating the monotonous and repetitive task of palletizing, the company has **significantly reduced its reliance on manual labor**.

The compact design of the Robotiq PE20 solution **optimized the use of Deanan's limited factory space**. Furthermore, the solution proved **highly cost-effective, requiring only a third of the budget needed** for other automation solutions, and only minimal maintenance.

The Robotiq solution also demonstrated exceptional scalability, **with the option of handling up to 13 cycles per minute**. This capability has enabled Deanan to cope with increasing production demands, ensuring that their operations remain agile and responsive to market growth. Moreover, the **installation process was quick and minimally disruptive**. With the help of Olympus Controls and Robotiq's start-up assistant, the system was **fully installed and operational in just three days**.

3-day

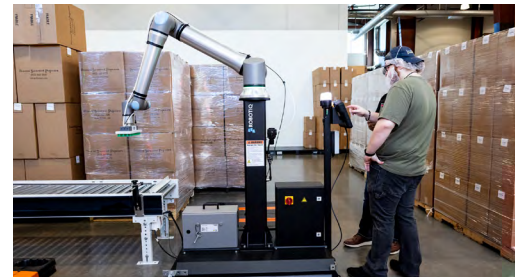
Quick installation to get the PE20 up and running

TRANSFORMATION AND SUCCESS

Deanan Popcorn's partnership with Robotiq illustrates how **thoughtful collaboration can lead to innovation and success.**

Deanan first explored other automation solutions, but found them either too large or too expensive. **Robotiq's compact, cost-effective PE20 palletizing solution proved ideal.**

The rapid installation, seamless integration and expert support provided by Robotiq and Olympus Controls enabled Deanan **to develop its operations efficiently, within budget and space constraints.**



Deanan[®]
Gourmet Popcorn

Olympus
CONTROLS



ROBOTIQ

Unlock greater potential with Robotiq Palletizing Solution and find out how it can transform your business operations.

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