

CPM Roskamp Champion

A LEADING SUPPLIER OF PROCESS EQUIPMENT FOR MORE THAN 130 YEARS

Beginning in the early 1990s, Energizer ran an ad campaign featuring a pink bunny pounding a drum incessantly to show that its batteries kept “going and going and going.” In the oilseed industry, there’s a manufacturer with a very similar motto to describe its equipment: “it just runs.”

In case you haven’t guessed it, the company is CPM Roskamp Champion of Waterloo, IA, one the world’s leading suppliers of process equipment for oilseed processing and animal feed production.

As a sister company to Crown Iron Works, a global supplier of oilseed extraction technology, refining plants, and equipment, both Roskamp Champion and Crown operate under the CPM umbrella and have developed a strong reputation for re-



CPM Roskamp Champion’s 75,000-sq.-ft. office and manufacturing plant in Waterloo, IA. Photos courtesy of CPM Roskamp Champion.



Waterloo, IA
800-366-2563

Ryan Dietzenbach
Sales Manager

Mark Heimann
Applications Manager

Products and Services

Flaking Mills
Cracking Mills
Hammermills
Pellet Mills
Dryers and Coolers

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liability.

“We design and build high-quality, robust machines that are in it for the long haul. They are built to last,” explains Ryan Dietzenbach, sales manager for CPM Roskamp Champion. “If our equipment is maintained well, it is built to run forever. It can outlive you,” he says.

Value Added

Dietzenbach notes that the brand has earned a reputation in the industry for offering durable equipment with low operating costs. “Our customers really appreciate the value added over the long term.”

That’s part of the reason CPM sells its customers on quality and durability. Over the long term, an investment in CPM’s processing equipment is one that will pay itself back in low maintenance and the peace of mind knowing that “it just runs,” according to Dietzenbach.

“Our customers recognize return on

their investment from our commitment to providing the lowest operating cost in the industry,” he says.

“They know what they are getting when they buy from us – the return on investment is just part of the deal. This is due to the design of our equipment in addition to our support.”

“The dual message of ‘it just runs’ is that it applies to our employees, as well. The service also will be there for you,” he says. In other words, it means that when customers work with CPM, whether it’s equipment or people, they are promised rock-solid dependability year after year.

What differentiates CPM from its competitors, aside from the quality of its equipment, is the support it provides to customers, according to Dietzenbach. He notes the factors that have contributed to the company’s success over the years in the oilseed processing industry are its people, the application of knowledge, and dedication to quality and

Back row, from left: Ryan Dietzenbach, sales manager; Tanner Shonka, customer service manager; Ian Hall, oilseed applications engineer. Front row, from left: Mark Heimann, applications manager, and Doug Reuscher, applications engineer and Asia area sales manager. ▶

support. It's what has kept the company in business for more than 130 years and what will continue to drive its growth into the future.

"Oilseed processing is our business, and we're a company that enjoys its successes and joins in the challenges of our customers," Dietzenbach explains. "We're in it for the long haul. We don't dip our toe in the market, step away, and come back a few years later. We're there in the market, supporting customers long-term," he adds.

Origins of the CPM Family

"Our company traces its history back to the 1880s," relates Dietzenbach. "CPM got its start building presses for the wine industry."

The company's roots were originally planted in 1883 in California's Napa Valley, where Toulouse & Delorieux



Co. manufactured presses, crushers, and stemmers for winemakers. Then in 1931, the company created its first pellet mill – a 30-hp flatbed model with a stationary, flat die – and officially became known as California Pellet Mill (CPM).

In the years that followed, the company created more pellet mill models with additional features and grew by a number of strategic acquisitions.

In the 1980s, for example, CPM greatly expanded its product offerings after acquiring Roskamp Roller Mill Company and Champion Hammermills and creating Roskamp Champion.

In 2002, Beta Raven, a leading supplier of feed mill ▶

IT JUST RUNS

We know our pellet mills and hammermills aren't the best looking around, but they're rock solid, and they keep running—year after year.

When combined with our automation systems, they're unbeatable.

Which is why there's a saying that gets tossed around a lot here:

"It just runs."

Give us a call to find out how we can run for you.

**CALIFORNIA PELLET MILL
ROSKAMP CHAMPION
BETA RAVEN**

Your Partners in Productivity

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IT JUST RUNS

CPM's series of advertisements are based around the idea that its equipment will continue to run. The dual message of "it just runs" applies to the employees, as well. When customers work with CPM, whether it's equipment or people, they are promised rock-solid dependability year after year.

automation and ingredient scaling systems, joined the family. Since then, the company has added a number of brands across various industries united under the CPM umbrella:

- **Crown Iron Works** and **SKET** – global suppliers of oilseed preparation and extraction technology, refining plants, and equipment.
- **Century Extrusion** – a manufacturer of extrusion equipment and parts.
- **Wolverine Proctor** – a manufacturer of thermal process equipment.
- **Nanjing Ruiya Polymer Pro-**

cessing Equipment – a supplier of complete compounding systems, such as twin-screw extruders.

- **Greenbank Technology Ltd.** – a manufacturer of high-value thermal process systems, including dryers, ovens, washers, air pollution control, and heat recovery systems.

Thinking Globally

Today, with facilities around the globe, CPM sells and services machinery and process equipment to all parts of the world. Among other industries, it serves the corn wet mill-



Roskamp SP 3200 flaking mill.

ing, pet food, ethanol, and biomass industries.

While CPM conducts a significant amount of business in North America, Dietzenbach says the company's business model is decidedly global, employing roughly 1,000 people worldwide.

"The majority of our sales are to

"We're in it for the long haul. We don't dip our toe in the market, step away, and come back a few years later. We're there supporting customers long-term."

*-Ryan Dietzenbach,
sales manager,*

CPM Roskamp Champion

international customers. We definitely are not just active in North America but just about everywhere," he explains.

"We are all around the world: Europe, Asia, Africa, the Middle East, Central and South America, Australia. We are everywhere."

Customer-Focused Solutions

CPM Roskamp Champion's flagship products in the oilseed industry are cracking mills, flaking mills, hammermills, and other grinders, dryer-coolers, and pellet mills. While the company constantly is looking to improve its products, it doesn't invest a lot of time trying to incorporate the latest bells and whistles, according to Dietzenbach.

Instead, CPM works with custom-

IT JUST RUNS

There's a saying that gets tossed around a lot here:
"It just runs."

Our people say it. Our customers say it. Heck, after all these years, we kind of take it for granted. Probably because it's true. Our flaking mills, cracking mills and hammermills aren't the prettiest. They aren't covered in the newest bells and whistles. Frankly, they never have been, and they never will be. But they're rock-solid. And they run —year after year after year. But "It just runs" isn't just about our products.

It's about our company, which literally spans centuries. And it's about our ongoing relationships with our customers. How you'll never have to come looking for us. And how we'll always be there for you.

"It just runs."
Yeah, that pretty much covers it. Give us a call, and find out just how Roskamp Champion can run for you.

CPM
ROSKAMP CHAMPION
Your Partner in Productivity

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Roskamp 1600 Series cracking mill.

ers individually to find solutions that make sense for their business.

“We’re certainly always looking to bring true value to our customers. When we make improvements, they are market- or customer-driven,” Dietzenbach explains.

“Customers constantly are looking for ways to improve their system or process to make it more efficient,” he says. “That’s why they come to us, because of the efficiency in operating our equipment, and the high capacity and comparatively low horsepower needed to operate our equipment.

“We build to order, and we keep a large inventory of parts, too.” he adds.

These customer-driven relationships and developments are what Dietzenbach says enabled CPM Roskamp Champion to become the first company in the industry to introduce a 1,550-metric-ton-per-day soybean cracker, for example.

Additionally, CPM Roskamp Champion also was the first company to produce a 500-metric-ton-per-day flaking mill, he notes. While these innovations aren’t new (they were introduced in the past 20 years), CPM Ros-



Champion Magnum hammermill.

kamp Champion remains on the edge of innovation, and this year, it will manufacture its 500th 32-inch flaking mill, which the company introduced in 1999.

A Great Place to Work

Ultimately, CPM would not be where it is today without its dedicated employees who are determined to succeed.

However, business isn’t everything, he says. “We take our businesses very seriously, but we have a laid-back work environment. We are encouraged to make day-to-day decisions that are on

behalf of the customer. We are encouraged to get out there in front of customers and not be in the office, so it’s a great place to work.”

He adds that the company provides good benefits, and that it hires great people who are a good fit for the culture.

That culture is centered around delivering the best value package in the market, Dietzenbach explains. “When all things are considered, we’re offering our customers equipment and services that represent the lowest-operating-cost solution.”

Rob Nieminen, contributing writer



PRETTY GOES HOME AT 4:00 RUGGED RUNS FOREVER

You can learn a lot about someone by listening to how they talk about others.

Take our competitors, for instance. They’ll say we’re old and slow to change. That our machines are ugly.

We say, “Yep.”

“Old” means we’ve been around for over 100 years—and we plan on being here for 100 more.

“Slow to change” means we don’t do fads. We’ll turn on a dime to make changes that our customers need—but fads?

Fads may work for some, but we’re more interested in getting the job done right.

And “ugly”? Well, you don’t need to be pretty to make a damn good flaker.

“It just runs.”

We’re in it for the long haul, so give us a call, and find out just how Roskamp Champion can run for you.

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