

Case Study

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SOLUTIONS

Taking Lip Balm Production to New Business Levels

Crazy Rumors maximizes its production line with the help of Pendergraph Machines.



For over two decades, family-owned by care company Crazy Rumors has been manufacturing fun, super cool lip balms and selling them successfully through retail and wholesale channels. The company

began as a husband-and-wife duo with a simple focus: create all-natural products with a fun twist. Today, Crazy Rumors is a global sensation, offering more than 50 unique flavors—all while maintaining a strong commitment to quality and consistency.

The Challenge

Slowing Production

In its early days, Crazy Rumors' production process was highly manual. Each lip balm was hand poured one by one before the team transitioned to filling trays, which was still slow and costly. The slow process required constant attention and maintaining consistency was a challenge.

Over time, the team advanced to a small, semi-automatic system they pieced together themselves. While this reduced

production time, it wasn't a system the company could fully rely on for consistent, every-day production as demand continued to grow.

As production and sales expanded, it became clear that the company needed a more reliable and scalable solution—one that could increase output while maintaining the quality and consistency their brand depended on.

Crazy Rumors discovered Pendergraph Machines—a division of Palflex FIB—and their award-winning process and features were transformed.

The Solution

Small Footprint, Big Results

Crazy Rumors first installed the Pendergraph Machine L200, a semi-automatic hot melt filling line designed for 8L, and not only lip balm sticks at rates of up to 30 parts per minute. The L200 features a recessed heating station with an angled guide that allows operators to load sticks quickly and ergonomically into parts.



L200 Lip Balm Filler

Pendergraph
Machines www.pmgparts.com