

# Case Study

## WE PROVIDE PROVEN SOLUTIONS

### Taking Lip Balm Production to New Business Levels

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



**crazy rumors®**

For over two decades, family-owned lip 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

##### Shifting Production

In the 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 were still filled manually. This slower 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, everyday production as demand continued to grow.

As product lines 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 ProSys Fill—and their manufacturing process and business were transformed.

#### The Solution

##### Small Footprint, Big Results

Crazy Rumors first installed the Pendergraph Machines LB30, a semi-automatic hot melt filling line designed to fill, cool and cap lip balm sticks at rates of up to 30 parts per minute. The LB30 features a manual loading station with an angled guide that allows operators to load sticks quickly and ergonomically into pucks.



**LB30 Lip Balm Filler**

 **Pendergraph**  
Machines A Division of ProSys Fill, LLC

The LB30's small footprint was ideal for producing small batches across multiple flavors. While managing inventory for 50 different flavors can be challenging for many systems, Pendergraph Machines enabled the team to consistently produce a wide variety of products in smaller batches.

“When we purchased the LB30, it was a huge step forward from the system we had pieced together ourselves and was exactly what Crazy Rumors was looking for,” said Brian Himmel, Founder and Creative Director of Crazy Rumors. “Many machines out there are too large for the batch sizes we handle. The LB30 is the perfect size for us.”



**LB60 Lip Balm Filler**

Today, Crazy Rumors operates three Pendergraph Machines on its production lines. The positive experience with the first machine made it an easy decision to invest in additional equipment as the company expanded.

The company later upgraded to the fully automated LB60, which has proven to be one of its best investments. “It allows us to move into a much more stable, efficient and scalable manufacturing process,” added Himmel.

## The Benefits

### Profitable Production

Pendergraph Machines provide several key benefits for Crazy Rumors' manufacturing operations:

- Increased efficiency, consistency, and production speed
- Precise fill levels with reduced manual intervention
- Streamlined, reliable, and predictable manufacturing process
- System footprint aligned with facility size and needs
- Strong technical expertise and ongoing support

The team has confidence that Pendergraph Machines will consistently meet production demands.

“Usually, we have production planned out each day, but if we are packing an order and find we're out of stock on a flavor, we can easily start up the Pendergraph Machines and be filling within an hour. By the end of the day, we're shipping that order. I don't worry about running out of products, and we can produce significantly more than we could before,” said Himmel.

Over the years, Crazy Rumors and Pendergraph Machines have built a partnership that extends beyond a typical customer-vendor relationship.

“Communication is always clear, and anytime I've had questions, their team has been quick to help. When running a small family-owned business, investing in equipment is a big decision and carries real weight. The Pendergraph team has always been patient, direct and incredibly helpful. That level of support has meant a great deal to us. It has given me confidence not just in the machines themselves, but in the people behind them—and that makes a huge difference,” said Himmel.

Pendergraph Machines are a core part of Crazy Rumors' production. They have enabled the company to grow while maintaining its commitment to quality and consistency. For a small family-owned business, investing in reliable, well-built and well-supported equipment makes a significant difference—and Pendergraph Machines have played a key role in that growth.

*“Doug Pendergraph gave me advice on my system—even before we had purchased a machine—and was willing to help us take the next step.” — Crazy Rumors*



**For more information contact ProSys at [ProSysFill.com](http://ProSysFill.com), [info@prosysfill.com](mailto:info@prosysfill.com), 800-231-3455 (U.S.) or 417-673-5551.**

