

CASE STUDY

Emerson Creek Pottery

One American owned family business supporting another

About the Customer

Nestled in the Blue Ridge Mountains of Virginia, Emerson Creek Pottery is a family-owned business with handmade and hand painted ceramic pottery. The American Made product line includes high quality ceramic dinnerware, bakeware, kitchenware, and home décor. These products can be ordered online or at the factory store, which is inside of a house from 1868 and situated on the same property as the manufacturing facility.

Description of the Project

During the peak of 2020, most businesses were slowing down, but Emerson Creek was picking up. As orders came in, they realized they needed to expand their operations, and Simpson was fortunate to help provide a solution—replacing a paddle mixer with a Simpson Mix-Muller.

Simpson Solution

The Mix-Muller is able to produce a +30% larger batch size in a comparable space, cut the cycle time almost in half, and provide a safer alternative than a paddle mixer, all while providing a high-quality product for Emerson Creek. During a time of increased product orders and a labor shortage, the 1F Mix-Muller made a significant contribution to production. After a few months of operation, the team is training new personnel on muller, they feel comfortable with the machine, and state that maintenance is easy.



“The mixing time itself is probably 50% less, but the biggest advantage is the larger batch size. Once they start mixing, the operator starts weighing out the next batch, so it is a compounded time savings.”

– William Leavitt