

Logistics Efficiency through Innovation

K. Hartwall Modular Dairy Solution



ECR BALTIC

RETURNABLE – REUSABLE TRANSIT ITEMS STANDARDIZATION

Riga 6th of September 2012

World class expertise in one company

K. HARTWALL IS A LEADING PROVIDER OF **RETURNABLE LOAD CARRIER PRODUCTS AND SOLUTIONS**, TO ITS GLOBAL RETAIL, DAIRY, BEVERAGE, LOGISTICS AND LEAN MANUFACTURER CUSTOMERS

K. HARTWALL IS THE PREFERRED VALUE-ADDED INNOVATION PARTNER THAT OFFERS CONSIDERABLE COST SAVINGS AND INCREASED REVENUES



K HARTWALL IN BRIEF

- Founded in 1932 in Söderkulla, Finland
- Global partner network in plastic & metal
- up to 1,5 million wheeled units produced annually
- Committed partner to develop and implement innovative solutions
- In-house prototyping and testing facilities
- Local Sales in more than 15 countries
- Guidance, training and after sales services



Retail



Beverage



Dairy



Logistics



Lean

K. Hartwall Modular Dairy Solution

We use our long experience of the dairy and retail industry to build innovative One-Touch-Merchandising solutions. Our cost-efficient and well functioning load carriers can serve Dairies and Retailers interest in the best way and at the same time be a very consumer-friendly unit.

Increase your sales

- Fast and efficient replenishment
- High product visibility and accessibility
- Mixed loads enabled

Reduce operational costs

- Minimise manual handling and product damage
- Enables automated handling throughout the logistic chain

Achieve real environmental benefits

- Reduced use of secondary packages and shrink wraps
- Better vehicle cube fill both in inbound and outbound logistics



REFERE



glanbia



The Modular Dairy Solution Elements

The Modular Dairy Solution consists of a family of modular elements fulfilling each others role in an efficient supply chain. **One Touch – from production to consumer**

Depending on markets and their structure, the different **Solution Elements** are used together or as single standalone units

Crate

- Medium and small volume lines
- Display and multipurpose usage
- Smaller stores and convenience market

CrateTray

- Portion packs
- Display and multipurpose usage
- Packages with lower height

Tray

- High volume lines
- Reusable tray for carton packages
- Multipurpose use for child ans ambient

Dairytainer

- High volume lines
- Carton packages and PE bottles

Dolly

- Load Carrier for crates and trays

Adaptor pallet

- For in-house handling
- Warehousing and long distance transport



Solution benefits for retailers

One Touch – Combining Merchandising with Logistics

The Modular Dairy Solution offers retailers an efficient and cost saving way to serve the consumers by combining merchandising with logistics, with a sustainable alternative providing the best and most cost efficient solution of;

- 20 – 25% less in-store handling costs

- Faster replenishment

- Reduction of needed floor space for stockholding of empties in the back room of stores

- Less weight - OH&S issue

- Multipurpose use

- Customer convenience and better appearance

- Less waste and secondary packaging

- Improves the retailers goals towards sustainability







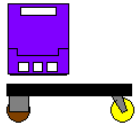


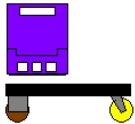

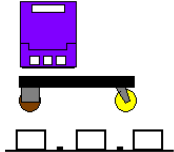

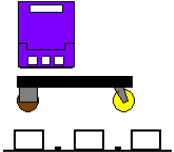

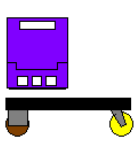
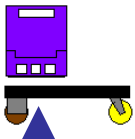

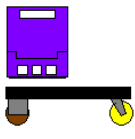

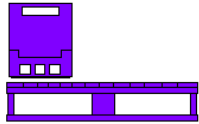

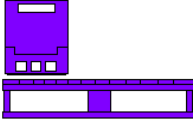




Benefits for Dairies and Cold Store DC's

The Modular Dairy Solution offers opportunities to make cost savings and improvements compared to the current way of handling dairy products from supplier to consumer. Changes in today's trade requires;

- Improved supply chain efficiency
- Higher degree of automation
- Suitability for automated order picking
- Broader range of articles
- More efficient warehousing

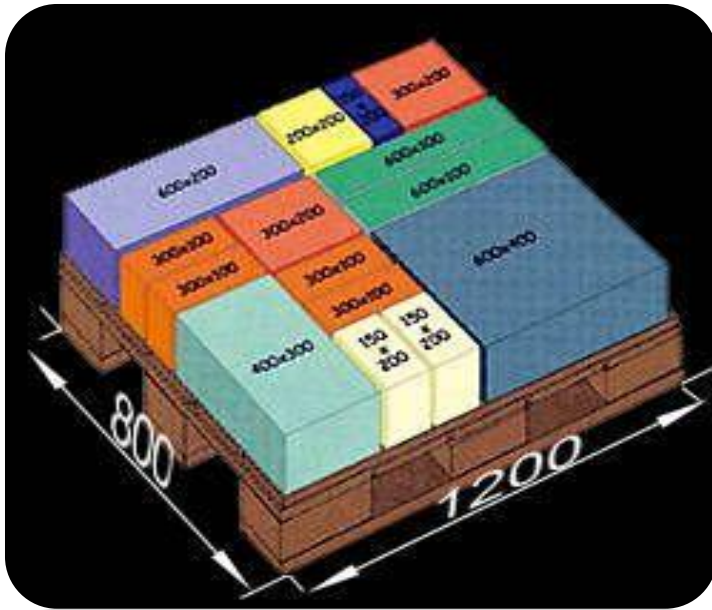
- Less manual handling
- Less product damage
- Savings in packaging material
- More efficient return logistics
- Consumer environmental credibility



	Production	Palletizing	Warehousing	Long Distance	DC Order picking	Local Distribution	Store / Merchandising	
Dairytainer								ONE TOUCH
Crate - Tray Dolly								
Crate - Tray Dolly - Slave pallet								
Re-palletizing				Re-palletizing from Pallet to Dolly				
Crate - Tray on Pallet						 	 	ROUTE TRADE

Standardization and Modularity

“The challenge is to break the half chain view, where each participant focuses on his part rather than on a total optimum.” *L. Henner Klein, A.T. Kearney, Geneva 1996*



Optimum palletising is one of the **retail requirements** to be considered already when developing a package in order to reduce logistics and handling costs.

As basis serve the pallet dimensions 1/1 (800 x 1200 mm), ½ (600 x 800 mm) as well as ¼ (400 x 600 mm)

Packages with various ISO-formats (outer dimensions) can be piled on pallets without leaving any space.

To meet the demand of ISO-formats and optimising of palletising - The life begins from understanding the primary package and it's individual requirements

Standardization and Modularity



CASE:
Transaction from refillable PET bottles to one-way PET.

Criteria's:

- Change from ¼ -sized trays to crate size (300 x 400 mm)
- Family of trays for can's, 0.5, 1.0 and 1,5 lit bottles
- Compatible for automated order picking of mixed loads
- Compatible for branch standard ¼-size dolly
- Possibility to partially use old tray fleet as raw material for the new trays



CASE:
Dairy Display Crate

Criteria's:

- Compatible for different size and type of bottles
- Compatible for pallet and dolly handling
- Efficiency / cubic fill per pallet or dolly
- In-store handling and replenishment
- Consumer convenience
- Branding in store
- Compatible for automated order picking of mixed loads
- Compatible for branch standard handling equipment



KEY TO SUCCESS

Close cooperation and mutual interest between parties

Strong coordination of the project

Clearly defined and set specifications

Willingness to change

Understanding and capability to view in to the future

A composite image showing a brown and white cow and a dolphin jumping out of the water. The cow is on the left, and the dolphin is on the right. They are both in mid-air, creating a splash in the greenish water. The background is a clear blue sky.

**Jump in to the future for modular dairy
solutions to improve efficiency and value**