

## SUPPLY SOLUTIONS

# Pain Point No More

Satellite Logistics Group launches a one-stop solution to unsaleable product. By Andrew Kaplan

**W**ith the economy not predicted to rebound very strongly any time soon, many beverage distributors have been looking for ways to uncover new profit centers in their existing operations. Satellite Logistics Group has noticed and is launching this fall an innovative program designed to manage unsaleable product. EcoBev, the company says, is the beverage market's "first turnkey solution for the collection, destruction and proper documentation of otherwise unsaleable beverage product."

Explains Kevin Brady, the company's president, "We look for pain points with our customers, and this whole issue of

what to do with product that goes out of date is one of those pain points."

While it is first being targeted at beer wholesalers—and being introduced at the National Beer Wholesalers Association convention this fall—it is applicable to all beverage products.

Under the program, Satellite Logistics acts as the single, confidential source for the disposal of excess product. Utilizing a large network of pre-existing supply chains, the EcoBev program's automated system documents a customer's unsaleable beverages and ships them to secure and confidential beverage recycling centers around the US.

Since Satellite Logistics partners with nationwide recycling facilities, the pro-



gram captures typically unclaimed state and federal tax and duty drawbacks, which are passed back along to the client.

About 9.6 million cases of beer each year end up being disposed of one way or another, says Brady, accounting for a lot of federal and state tax money that often is not recouped because the process is deemed too burdensome.

EcoBev's web portal enables distributors to manifest what needs to be disposed of and everything is taken care of by Satellite Logistics from there. "If they choose to want to do the tax rebate, they click a box on the return that says, 'I would like to file for a rebate,'" says Brady. "By bringing all the components together of the material recycling facility—the transportation administration piece and the chain of custody and the option of doing the tax rebates—we've turned it into an entire solution, and one that's environmentally friendly.

"We kind of liken it to watchmaking," he adds. "You look at your wristwatch and it's very easy to see what time it is and it looks very simple, but when you open up the back of it, it looks very complicated. That's what we hope to do for this particular issue—take something that has a lot of moving parts and make it extremely usable and easy and take a lot of burdens away from this whole issue." ■

## Preventing a Pesky Problem

*With alleged problems with pests making headlines for beverage marketers in recent months, we asked Jim Wagner, director of supply chain and certification services, The Steritech Group, Inc. (Charlotte, N.C., USA), for some tips on keeping product safe in the supply chain. Wagner stresses the need for prevention to ensure pesticide-free pest control and thus any chance of product contamination. Here are some of his tips:*

- Pay close attention to the first-in, first-out program and lot codes
- Outside of your facility, keep the pests from being interested at all in your facility. To do so, create a vegetation-free perimeter around your warehouse.
- Place rodent bait stations anywhere from 50 to 100 feet apart outside, right up against the building, in order to monitor rodent activity on a monthly basis.
- Eliminate any holes in the walls or ceilings and pay close attention to areas where pipes enter the buildings. "A rat can fit through a hole the size of a quarter, and a mouse can fit through a hole the size of a dime," Wagner says.
- Maintain any garbage areas, such as dumpsters, so that they are dry and as clean as possible.
- Make sure doors, such as dock doors, are kept closed sure when they are not in use. And also have seals around the doors.
- And finally, use mechanical traps in the facility instead of pesticides.