

» Global Edition

INTELLIGENCE FOR THE GLOBAL DRINKS BUSINESS

NOVEMBER 15, 2009

BEVERAGEWORLD

A Green Culture

FEMSA's sustainable ways
set the stage for our

2009 Eco-Issue.

» NBWA **Wrap Up**

» **drinktec** Report

« VIDAL GARZA, FEMSA Foundation director (l), and Jaime Toussaint, FEMSA's community affairs and social responsibility director, stand at the wastewater treatment plant at Tecnológico de Monterrey in Monterrey, Mexico.



NBWA Spotlights Solutions

Trade show features a range of products and technology to help distributors get the job done.

In the front of this issue, we highlighted an array of beverage products looking to expand their market presence by connecting with distributors at the 72nd annual National Beer Wholesalers Association convention in September. Now, we take a look at some of the solutions available to help wholesalers efficiently distribute those products.

Fleet and Material Handling Solutions

Safety Vision's (Houston, Texas, USA) latest innovation in fleet in-cab safety cameras is the **SafeDrive MiniDVR**, which offers mobile digital video recording of critical driving events. It features a forward-facing camera to capture video of the road and rear-facing cameras that capture the cab and driver. Recording is triggered in the event of a crash. On the racking side, **Hannibal Industries, Inc.** offered its pallet and case flow systems, designed to combine durability and flexibility. Steel and polycarbonate wheels are available, depending on the user's storage needs. Additionally, the company's drive-in systems offer an increase in



pallet storage density for high-volume SKUs with a space-saver arm design. When it comes to moving product outside the warehouse, the **Magliner Coolift Delivery System** is designed to deliver more beverages in less time, improving account efficiency by up to 50 percent, the company says. Orders are pre-picked and loaded in route sequence to eliminate driver pick time. The Coolift cart can replace side-loaders with end-load trailers.

hannibalindustries.com • magliner.com • safetyvision.com

Logistics Technology

Satellite Logistics Group's (Houston, Texas, USA) **EcoBev** is a turnkey solution for the collection, destruction and proper documentation of outdated and otherwise unsaleable beverage products. Satellite acts as a single, confidential point of contact for distributors, brewers for the collection and destruction of unsold product. Satellite also launched **LogiTrax**, a suite of technology-driven services that allow beverage producers, importers and distributors to improve supply chain efficiency. **Dematic** (Grand Rapids, Mich., USA) offers the **Voice Directed Warehouse Control** system, a computer-directed, real-time paperless method for ware-

house activities. According to the company, the system increases labor productivity and accuracy, while providing real-time visibility to warehouse operations. Among the activities it supports are receiving, replenishment, load validation, case/layer picking, staging for truck loading and many others. **Dynamic Logistic Systems** (DLS, Englewood,



Colo., USA) presented its **Order Release Module**, a mechanized buffer and sorting module for fully automatic order picking of a variety of packaging types. It has been installed in a major US CSD bottler, picking at about 5,500 cases per hour. nedcondls.com • dematic.us • slg.com

Merchandising Innovations

On the merchandising side, **Coolio** combines a permanent cooler unit with a temporary cardboard display. The