

Coca-Cola Enterprises



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Richard Moore, Director of

Fleet Services

of Employees: 73,000
Facilities: 431 (US, Canada, Western Europe)
Fleet Trucks: 54,000
Year Founded: 1886
Headquarters: Atlanta, Georgia
Publicly traded: CCE" on the New York Stock Exchange
URL: www.cokecce.com
Reseller: Real Star Solutions, Norcross GA (www.real-star.com)
**based on 2005 figures*

Coke Adds Life to Its Bottling Companies by Adding Cognitive's Advantage Printers to its Warehouses to Automate Product Tracking

Background: Coca-Cola Enterprises is the largest soft drink bottler in the world. Established in 1986 but with roots extending back to 1899, Coca Cola Enterprises is also the largest marketer, producer, and distributor of Coca-Cola products. The company is an impressive worldwide operation with 431 facilities in the United States, Canada and Western Europe. The company operates 54,000 vehicles and 2.4 million vending machines, beverage dispensers, and coolers. In 2005, the company distributed 42 billion bottles and cans of Coke products. This massive distribution effort requires effective automation procedures.

Scenario/Challenge: Coca-Cola Enterprises stocks and delivers pallets of product to grocery stores, restaurants and other retail locations. The bottling company had two major issues to address:

- Inventory control for tools used to repair the fleet trucks
- Inventory control of product leaving the warehouse

A seemingly minor issue, tool replacement was a major budget item affecting the company's bottom line. It was determined that the yearly loss of tools and other equipment cost the company \$3.5 million per year. The company needed an automated process to better manage the use of tools by their truck drivers.

Another area where automated tracking systems were required was in the product loading. The company needed a system to label and track the pre-packaged cases that were loaded on to the pallets and then placed on the truck to be delivered to its destination. The company was manually tracking the pallets and thereby accumulating massive amounts of paperwork.

Solution: Cognitive's AdvantageLX (LBT4) printers were purchased to address both business challenges.

Tool Inventory: Barcode labels were printed and secured to each tool within the Fleet Truck system. This allowed them the opportunity to inventory each tool and assign a specific barcode to it. The drivers would then make a request for specific tools, which were scanned during check-out and scanned again when the driver returned the tool at check-in. This automated process significantly improved tool inventory management and its associated costs. Since its implementation, the company has nearly eliminated the total cost of tool replacement.

Pallet Inventory: Cases of product come down the factory line and are stacked by a robotic machine onto a pallet, which is then put onto a turntable and shrink wrapped. A barcode label is then secured to the top of the pallet. The barcode label provides details about what product is included on the pallet, quantity, destination, etc. A forklift then picks up the pallet and loads it on to a truck. As the forklift goes through the doorway to the loading dock, a holograph scanner scans the barcode label. The holographic scanner has a field of beams, rather than just one beam and can track movement as it occurs within the doorway. The holograph scanner captures the information on each pallet thereby completely automating the delivery process and inventory management.

Quote: “Our system integrator, Real Star, recommended that we go with Cognitive's AdvantageLX because of its reliability and metal industrial strength.” said Richard Moore, Director of Fleet Services for Coca Cola Enterprises. “We have been using the printer for over 7 years and recently incorporated it into our check-in / check-out tool facility; as a result we have nearly eliminated all our equipment losses which cost our department roughly \$3.5 million per year.”

About Cognitive

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers™ and its line of XML and PCL enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet the needs of the customer worldwide and across all industries.

For more information visit www.cognitive.com or call 800.451.9874.