



Beyond Borders: Conveyor System is Center of Coca-Cola Romania's Mega Warehouse

Romanians, like Americans, like their Coca-Cola. In fact, in 2013 alone the company sold 148.5 unit million cases of Coca-Cola products including sodas and juices to thirsty Romanians. The country ranked third in emerging market sales behind only Russia and Nigeria.

In order to more efficiently move its fast-selling product, Coca-Cola knew it needed to build a bigger, more technologically-advanced storage facility. The company bottles its products at three Romanian plants and utilizes 20 warehouses for distribution. The Coca-Cola Hellenic Bottling Company S.A. contracted a U.K.-based consulting firm, Total Logistics, to develop a new high-tech storage and distribution facility as part of the company's bottling plant in Ploiesti, which is Coca-Cola's largest in southeastern Europe. After evaluating the firm's product storage process, Total Logistics created an automated high-bay mega warehouse which relies heavily on a primary conveyor system. After being bottled, the products are put on pallets and the conveyor system rapidly moves the palletized products into a bay large enough to hold 35,000 pallets. Eleven automated cranes are programmed to efficiently retrieve the pallets as needed for distribution.

The Ploiesti location opened in October 2009 and is the first of its kind in the country. The main conveyor system can move up to 290 pallets per hour from bottling into the storage area and almost double that (490 pallets per hour) from storage out for distribution to its more than 64,000 customers across the country.

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