

Hartwall, Finland, has chosen lasertube to improve efficiency
in the production of logistics trolleys

Intelligent solutions for logistics

Hartwall in Sipoo, Finland is a **family business** that was founded back in 1932 (it has now reached the third generation) and is a leader in the field of **logistics solutions for material handling**. In 2006 it achieved a turnover of 100 million Euros with 500 employees and **three production facilities**: the one in Sipoo, one in England and one in Scotland.

At Hartwall, research in finding **intelligent solutions for logistics** shows how it is possible to **specialise** in a product that appears to be quite simple and mature in an extremely competitive field.

The logistics role

The current market is characterised by a series of important "parameters", such as: **high competitiveness**; a considerably shorter life cycle; complexity of the products; **increasingly exacting lead-times** required by the customer; reduction in the profit margins; growth in the customers expectations as regards the "service level" and the corporate goal being to **satisfy the customer and maintain customer loyalty**.

The achievement of this goal particularly affects the company's marketing, innovation and **Service/logistics** divisions who are forced to meet the exacting requirements in terms of speed, availability, regularity and flexibility. This is where **highly innovative and reliable logistics solutions** such as the ones designed and implemented by Hartwall, are of **fundamental strategic importance** to modern industry.

Customer-oriented

"In this scenario - says Jerker Hartwall, General Manager of the company - you need to be able to provide targeted and reliable solutions

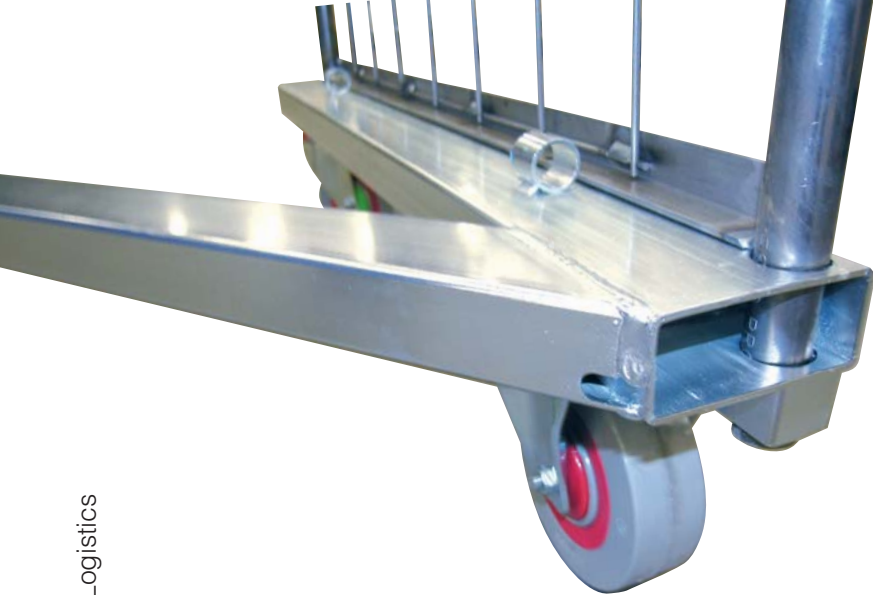
to our customers that range from shopping centres and supermarkets, the food and beverage industry, post offices, the automobile industry to the laundries. Extremely diverse sectors that all have a common need and that is **to transport their products in a safe way** from the production or processing sites to the retail outlet or the next step in their transformation".

"Hartwall's "mission" is to **find solutions** that allow the various users to **reduce the amount of**



space occupied, to use the same trolleys for transporting and displaying goods at the point of sale, to guarantee that the solution can be used again and again and can guarantee high levels of cleanliness and hygiene, particularly when used in the food industry and reducing the level of labour required for handling".

Jerker Hartwall,
Direttore Generale.



The solutions that have been perfected by Hartwall are **wheeled dolly trolleys** of various design and type studied to **transport and house products in a reliable and safe manner**, such as milk and fruit juice cartons, beverages, fruit and vegetables. Or to transport letters and packages or car components and linen and even to transport and display flowers.

Competitive choices

"To reach our level of specialisation - continues Hartwall - with a **substantially simple and mature product**, in a strongly competitive sector, we had to understand the user's needs **ahead of time** and invest in production technologies that would help us **to be extremely reactive and efficient** in our production and supply".

The degree of specialisation shows how Hartwall has become **customer and market oriented**. In the production field, the choice to be competitive has taken a **global sourcing** direction in procur-



ing raw materials and production efficiency with the purchase of **four ADIGE lasertube cutting system**. In fact, trolleys and dollies are essentially made from **tubular structures** that have been suitably worked and assembled.

If one considers that over **1.5 million trolleys** are produced each year, the cost incidence of raw materials and processing is evident.





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A single uninterrupted cycle

"With four ADIGE lasertube cutting systems the material flow on the shop floor has been **drastically** simplified, passing directly from the tube bundles to bending and welding " says Hartwall. "The insert fittings have been designed so that a single processing cycle is required without any interruption to pass over to various other machines, thereby guaranteeing **reduced cycle times**. In this way, the 87 welding robots used in the various production facilities are a contin-

uous flow from the production lines as well as **constant quality**. The production efficiency deriving from all this allows Hartwall to guarantee **short lead times**, and to be close to the customer, particularly the English, Danish, Scottish and Czech markets, besides Finland of course, and outside Europe also in the United States, South Africa and Russia. It is now clear what Hartwall means by his slogan "Intelligent logistics solutions "; after having visited the company, it is easier to **understand** and agree with.