

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..."

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, GA
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 CognitiveTPG'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 and 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

CognitiveTPG's AdvantageLX (LBT4) printers were purchased to address both business challenges.