

Case study: Textiles & Rolls



ADAR
SÃO PAULO
BRAZIL

Automation shortens lead times. Previously the unloading process was manual. 120 people were involved, working on three lines 24 hours a day. Between 2,000 and 4,000 rolls of textile were unloaded from each container. The rolls were palletised then moved to checking stations, where each roll was verified against the delivery note. The rolls were then wrapped and transported to the loading area. Once despatched, the customer could be invoiced for the goods. Turn-around time was typically three days. Today unloading, sorting, wrapping and despatch are a single, cohesive in-line process. A customer's order can be invoiced just hours after the container arrives at the unloading area.

150% increase in unloading capacity. A cycle time analysis identified palletising and wrapping to be the bottle necks in the unloading

process. Adar were keen to automate, stipulating that all elements of the system must be able to handle rolls weighing between 5 and 70 kg. Even totally extended, the Caljan Telescopic Belt Conveyors can easily handle this load. Today approx. 15,000 - 20,000 rolls are unloaded each day from 20+ containers. This is a substantial increase on the previous capacity of just 8 containers a day.

On the loading side of the operation, four doors are used to load approx. 30 trailers each day, corresponding to more than 30,000 rolls.

Manpower costs have been reduced. Despite high unemployment rates in Brazil, the cost of contracting 3PL companies to unload containers has been exorbitant due to the size and weight of the cargo involved. As part of the optimisation project, Adar decided to move this process

in-house. Although labour is readily-available in Brazil and manpower costs seldom considered, Adar expected the new system to prove beneficial in this respect too.

As areas of responsibility have changed, the operators themselves have been heavily involved in the project. The Caljan equipment, which improves the ergonomics of both loading and unloading, and the engagement of Adar employees has resulted in a significant reduction in costs relating to sickness. Furthermore, the need for contracting external workers has been completely eliminated.

Local representation is important. Before investing in Caljan equipment, Adar wanted to validate that it would meet their needs. The project group felt that visibility of their process would help potential partners to understand their challenges — which was a vital success factor. Caljan's representative in Brazil attended on-site and explored all aspects of the project. Adar were also eager to experience Caljan equipment first hand before making a purchase decision, so a field study trip was arranged. Here they were able to hear from people who were actually using the equipment. Great testimonials reinforced their decision and the first of several orders was placed.



We can now unload 20 containers a day – corresponding to a 150% increase in capacity

René Cohen, Logistics Director



“This change project has been my brainchild. The idea formed some five years ago. At that time it wasn’t possible to find equipment of this nature in Brazil, so my inspiration has come from trade shows in other countries. We found Caljan through their

website and were delighted to see they were represented in Brazil.

I’ve been involved from start to finish, coordinating with several suppliers to improve the whole of the unloading process.

Our objective has been to shorten lead times from receiving goods to invoicing. The key was to increase unloading capacity. So far, we’ve achieved an increase of 150%.

The Caljan conveyors are highly recommendable. Any company with vision must consider the work environment when improving any process. Given the savings in time, I am sure that the ROI will be very short.”

Emerson Blandino, Manager Unloading, Labelling & Quality



“Initially employees were concerned that the new equipment would mean less jobs. Now they realise that it was never about reducing the number of operators, but about improving the process to increase productivity. We are extremely positive about this project. It

has eased much of the operation. Quality has been improved as wrapping and labelling are an in-line part of the unloading process.

The Telescopic Conveyors move up and down, so lifting is greatly reduced, making the work much easier. In fact the volume of sick notes due to lumbar pain has been significantly reduced.”



Scan the QR code to see the conveyor in action on site at ADAR

ADAR

Passionate about fashion, ADAR create bi-annual collections of high quality textiles.

Silks, satins, cottons, demins, tweeds, suedes, leathers and other fabrics are supplied to clothing manufacturers and companies that produce footwear and soft furnishings for the home.

Fabrics are manufactured locally and imported from numerous sources around the globe.

Cross docking allows rapid distribution from the company’s distribution centre in São Paulo, Brazil.

Adar is one of the biggest, most comprehensive suppliers of textiles in Brazil



Handling loose-loaded cargo with ease

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