



Motorola picking system streamlines Kirin Brewery supply chain



Visible success was achieved through a fast introduction of the supply chain management system. It is easy to operate, so even beginners can get right to work. As it eliminates the need for inspection work, the system is really helpful in reducing work costs and preventing incorrect shipments.

— Kirin Brewery

Company Overview

Kirin Brewery Company, Limited was formed in 1897 to take over the operations of the Japan Brewery Company which had, in turn, taken over the Spring Valley Brewery, established in 1870 by Japan beer industry pioneer William Copeland. The first Kirin beer was produced by Spring Valley in 1888.

As a global market leader in the beer industry, Kirin has become more than just a beer and spirits producer, it also manufactures and markets health foods, soft drinks and pharmaceutical products. Its corporate philosophy is focused on people, nature and craftsmanship to redefine the joy of food and health.

Kirin maintains an efficient logistics network linking its products and the consumers. The network connects the main Yokohama brewery with ten other breweries across Japan, enabling products to be delivered to customers quickly and efficiently.

The Challenge: Increase efficiency of the logistics operations and reduce costs

In a food and beverage industry that demands a high-level of product freshness, Kirin has to enhance their receiving, picking and shipping capabilities in their breweries and distribution centres in order to remain competitive. Additionally, the newly-implemented system has to be compatible with their current system and be ready for use within a few months.

The Solution: A picking system with forklift mounted terminals.

Kirin Brewery appointed Nichizou Electronic Control to implement the logistics solutions using Motorola enterprise mobility products. Within a short period of time, they were able to design the system, implement, test and introduce the system throughout the breweries and distribution centres.

Customer Overview

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KIRIN

Company

Kirin Brewery Company, Limited

Location

Tokyo, Japan

Industry

Food & Beverage

Products

DS3408 and DS3478-SF rugged cordless scanner, AP-5131 and AP-4131 Access Points, CB3000 Client Bridge

Partner

Nichizou Electronic Control

Solution

The picking system has terminals mounted on forklifts to provide instructions to operators, and uses Motorola's cordless imaging scanners to scan the barcodes. Then information is transferred to the host PC using Motorola's enterprise wireless LAN.]

Benefits

- Increased visible recognition of received products
- Reduced work costs
- Enhanced inventory management and control

Nichizou Electronic Control is part of the Hitachi Zosen group whose core competency lies in industrial electronics and control device development. They have technology expertise in security, logistics, and production control fields, and provide a full range of services from system design, development, manufacturing, to after-sales follow-up.

With 25 years of experience in system engineering accumulated from the steel manufacturing industry, where numerous customisations are required, Nichizou is now a trusted brand for logistics and production control systems. Furthermore, having been a provider of logistics support for Kirin Brewery for a period of time, Nichizou has built up a relationship of trust with them. Utilising that knowledge and experience, they developed a picking system with vehicle-mounted terminals for Kirin.

The picking system has terminals mounted on forklifts to provide instructions to operators, and uses Motorola's Symbol DS3408 digital, omnidirectional scanners and Symbol DS478-SF cordless imaging scanners to scan the barcodes and allows the picking and tallying to be highly accurate and efficient.

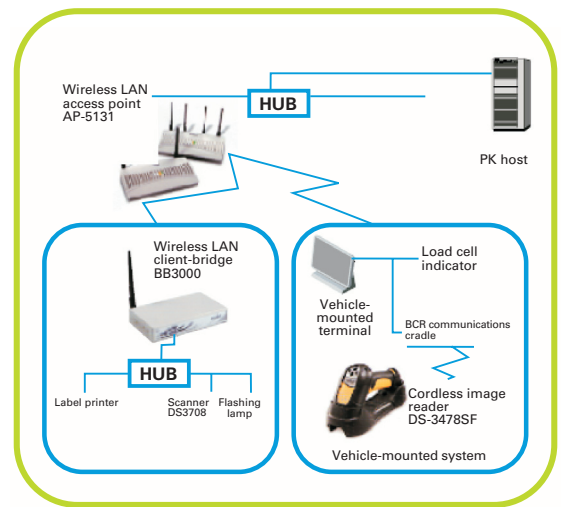
The vehicle-mounted terminals are easy to read, allowing for work to be done without printing out picking lists or work orders. Using Motorola's AP-5131 and AP-4131 access points, as well as CB3000 client bridges for wireless LAN (WLAN) communication with the host PC, the system is sturdy against interference, creating a stable environment for the exchange of information.

Simple to deploy, Motorola's AP-5131 is an all-in-one WLAN access point solution that offers 802.11a/b/g wireless networking flexibility, the latest wired and wireless security standards, and the speed required to support the most demanding applications including voice and video. The AP-5131 access point has been engineered for rugged durability in nearly any environment, while being easy to manage either locally or remotely, making it the ideal total networking solution for both smaller and difficult-to-cable locations.

The wireless vehicle-mounted picking system was installed throughout Kirin's breweries and delivery centres in Japan. The picking system allows highly accurate picking through a network that connects host PCs and work control PCs, hence helping to reduce work costs, prevent incorrect shipments, and track companywide production, shipping, and inventory on a real time basis.

The Benefits: Dramatic increase in work efficiency due to the new system

The new picking system introduced at Kirin's breweries and delivery centres in Japan has increased work efficiency compared to the conventional manual picking work using order sheets. This enhances the reliability of operations and provides a better management of the operations, bringing about increased visible recognition of received products, reduced work costs and a higher level of inventory control.



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