

# HARD CIDER

## 'Hard' to Keep Up with Production



The fastest growing alcoholic beverage category in the U.S. isn't craft beer. It's hard cider.

So it makes sense customer demand for cider is up, way up actually. Sales in the U.S. have doubled since last year. And production has grown from 9.4 million gallons to 32 million gallons over the last three years.

Here's the story of one hard apple cider producer that had to make a change in its shipping department in order to keep up with increasing volume.

### The Problem:

A hard apple cider producer had employed only one operator for two job functions – to hand wrap and transport the wrapped loads of bottles with a forklift several feet to the shipping dock. This process worked well without problems for several years.

But when the company's volume increased a couple of years ago, the operator didn't have enough time to stretch wrap and transport all of the required loads during his daily shifts. As a result, some shipments shipped late to distributors and retailers.

Luckily, the shipping manager of the company realized this problem. It was crucial to decrease the time to wrap and transport loads. He either had to hire another operator or purchase a semi-automatic stretch wrapper.

*An average customer saves about \$50,000 in labor costs over the course of 5 years when he uses a stretch wrapper with a XT Cut & Clamp unit.*

### The Solution:

The shipping manager bought a Lantech Q-300XT semi-automatic stretch wrapper.

With its patented XT Cut & Clamp®, the Q-300 XT allows the operators to remain on the forklift. After dropping a load on the turntable they use a remote control to initiate the wrap cycle. Now they can transport loads as the machine wraps, eliminating two minutes of labor per load.

"The Q-300 XT easily handles our whole day's shipping and we're saving enough money on film costs to pay for it in short order," the shipping manager says.

The operator also applies less film to his loads. The machine's ability to pre-stretch film the film means the machine will pay for itself in film savings.

