



Beer Distributor Benefits From Orion Technology

American Eagle Distributing is a distributor of beer, spirits and associated beverages to more than 1,100 bars, liquor stores, convenience stores, grocery stores, hotels and restaurants in the northern third of Colorado. In its operation, efficient order picking, pallet building and stretch wrapping are essential to maintaining the timely product distribution that supports a strong distributor/customer relationship.

In order to keep up with a rapidly growing beer distribution operation, American Eagle updated its product picking system in 2013. Pallet building productivity increased dramatically but their existing stretch wrappers could not keep up causing a bottleneck at in the shipping area. An Orion MA-X high speed automatic stretch wrapping system with LoPro conveyors was installed and is easily handling the throughput requirements.

The company used a combination of traditional picking and pallet building, forklift trucks and two semi-automatic stretch wrappers to build and wrap pallets and load them into its trucks. Due to continuing growth they rearranged its warehouse racking and switched to a voice picking system. Pallet building productivity increased dramatically. This placed higher demand on the existing stretch wrappers which could not match the speed of the pallet builders. Pallets were being moved to the wrappers by pallet jacks, where operators had to leave their jacks to start the wrapper, wait for the wrap to be completed, then remove the pallet and take it either to a waiting truck or to a staging area. The increased

speed of pallet building meant that pallets were forced to wait on jacks until one of the wrappers was free.

Orion presented a chain conveyor/stretch wrapper system to American Eagle. The stretch wrapper at the heart of the system is the Orion MA-X Rotary Tower Automatic Stretch Wrapper, which features a 30-rpm rotating arm able to wrap up to 75 pallet loads per hour. At that speed, the new system would be able to outperform the output of the two previous stretch wrappers combined and successfully keep up with the increased productivity of the pallet builders. The system was supplied with Orion's LoPro, a low profile chain conveyor 4 inches above the floor. That means that pallet jacks do not have to negotiate ramps to place pallets on the conveyor and remove them after wrapping.



Wrapped loads await pickup on the heavy-duty LoPro conveyor. The new system process more loads than two machines previously did.