

Whakatu Cold Stores



“ Whakatu Cold Stores is one of New Zealand’s largest 3rd Party Logistics Cold Storage Operators, responsible for 11% of frozen food exports.%.

In order to drive customer service and operational efficiencies, Whakatu Cold Stores looked to the Fast Moving Consumer Goods industries for a 3rd Party Logistic warehouse management solution from Interlogic.

Our technology provides Carton level tracking of up to 4.5 million cartons and 120,000 pallets of bulk and finished product each season.

Service oriented

Whakatu ColdStores business grew out of a need for storage and handling of frozen primary produce grown in the Hawke’s Bay region of New Zealand.

1,200,000 tones of meat, 180,000 tones of vegetables and berries are produced annually, majority of which is exported.

In the height of the season Whakatu ColdStores pack 120 containers of frozen meat both cartonised and whole carcasses, peas, corn, tomatoes, berry pulp each week destined for overseas markets.

Some produce is retained for further processing into consumer ready products for export and local consumption.

Facilities include 4 locations, or warehouses further subdivided a maze of freezer rooms and environmental loading areas. Each room is the size of a conventional warehouse providing up to 50,000 tones of cold storage capacity.

Valued Add

As a 3PL operator Whakatu offers a wide range of services including blast freezing, sorting, chilling, and atmospheric controlled storage. In addition to storage Whakatu manages the cold-chain distribution process for product exported through the ports of Napier and Wellington, and as well as domestically consumed products. Orders are packed according to each customer requirements, including any special marking or handling to meet local and destination countries regulatory requirements.

Diversity

Managing inventory on behalf of 30 clients from small family run farms to well known international food manufacturing companies such as McCains Foods and Heinz Watties requires meticulous attention to detail. Add to that the diversity of product range from, bulk frozen produce, ready meals, and meat in both whole carcasses and carton. And to further complicate matters complying with regulatory requirements locally and international makes for a complex operation.

To manage diverse range of products with intricate processing functions requires a warehouse management system with a high degree of functionality and flexibility.

Forward Thinking

2 years ago Whakatu’s business was frozen storage of meat and bulk produce most of which was loaded into reefer containers and exported.

Whakatu realized the future was in providing higher value added services, however to achieve this meant upgrading warehouse management systems beyond traditionally used in Cold storage. That is why they looked to the Fast Moving Consumer Goods industry.

“We viewed FMCG as being 10 years ahead of Cold storage, what they were doing in dry goods is what we wanted to do in Frozen. We knew that there would need for some adaptation to meet local and international regulatory requirements so it was important to us to have a local company that we could work with. It was a bonus to find Interlogic and MultiPick as they were able to bring experience to help us develop our knowledge” – David Russell CFO, Whakatu ColdStores Ltd.

Harsh Environment

To keep produce in pristine condition it must be kept at a constant -230C, conditions more suited to penguins than humans or equipment. Interlogic installed 60 freezer grade vehicle mounted and hand held computers equipped with barcode scanners, capable of withstanding temperature swings from -230C to +300C in a Hawke’s Bay summer. Another challenge for the InterLogic engineers was to provide consistent RF coverage in all freezer room rooms across all 4 sites. To achieve full wireless coverage Interlogic installed 35 Access Points and a myriad of antenna arrays in the labyrinth of rooms.

Smart Technology

Whakatu places a great emphasis on the use of technology to provide Carton level tracking of up to 4.5 million cartons and 120,000 pallets of bulk and finished product each season. As most is exported handling and traceability is paramount for local and international regulatory compliance. MultiPick's Owner specific rules adapts both RF scanning and desk top client software to ensure the right information is captured and displayed to the operator. The software's configurability means information specifically for meat such as Stampacks, Marks and Slaughter Dates sits comfortably alongside Products, Variants and Expiry Dates of conventional warehouse management systems.

Each Client has web access to MultiPick warehouse management system to view inventory, to see progress of load-In's and Load-out's, and interact.

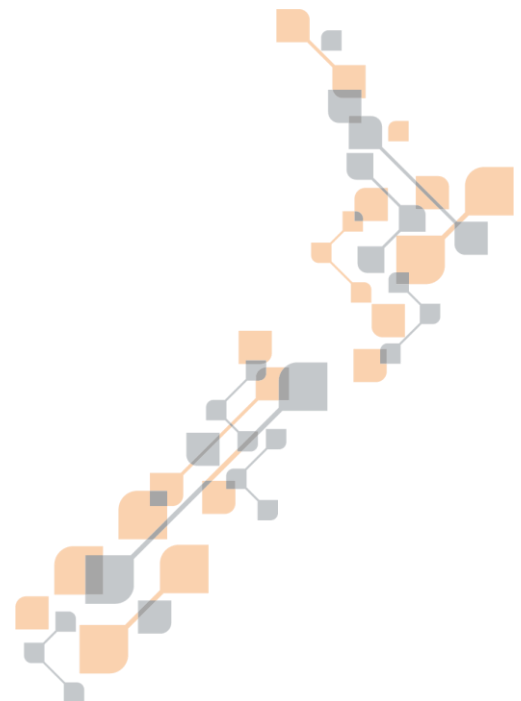
"Clients have full visibility of their inventory held by us, plus all movements and activity, we can not hide within the warehouse walls, our business is completely transparent to our clients. After handling 3 million cartons we had a discrepancy of 4 cartons" – Kit van Asch, Logistic Manager, Whakatu ColdStores.

With diverse Clients, products and services keeping track of charges for all 30 clients is a potential administrative nightmare. MultiPick makes this easy through an integrated Service Based Billing module. MultiPick manages the collection and billing of all services and storage charges. As activity is performed on each Clients inventory, including Load-Ins and Load-Out's, devanning, containerization, compliance charges, including storage are accumulated for billing. MultiPick Service Based Billing module ensures all services are charged and are accurate.

"We selected Interlogic and MultiPick WMS based proven track record in the mature FMCG industry to give us the edge we needed to grow our business. In the 2 years we installed MultiPick it has been instrumental in winning larger clients and increasing the range of service we now offer."

Steve Foote

CEO, Whakatu Cold Stores Ltd.



Interlogic designs logistics execution systems that combine its MultiPick® warehouse management software with technology, automation and advanced materials handling equipment. The company blends warehousing know-how with practical innovation to deliver measurable operational savings, and supports customers directly from design, build and ongoing. Interlogic works with businesses large and small across New Zealand & Australia.

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