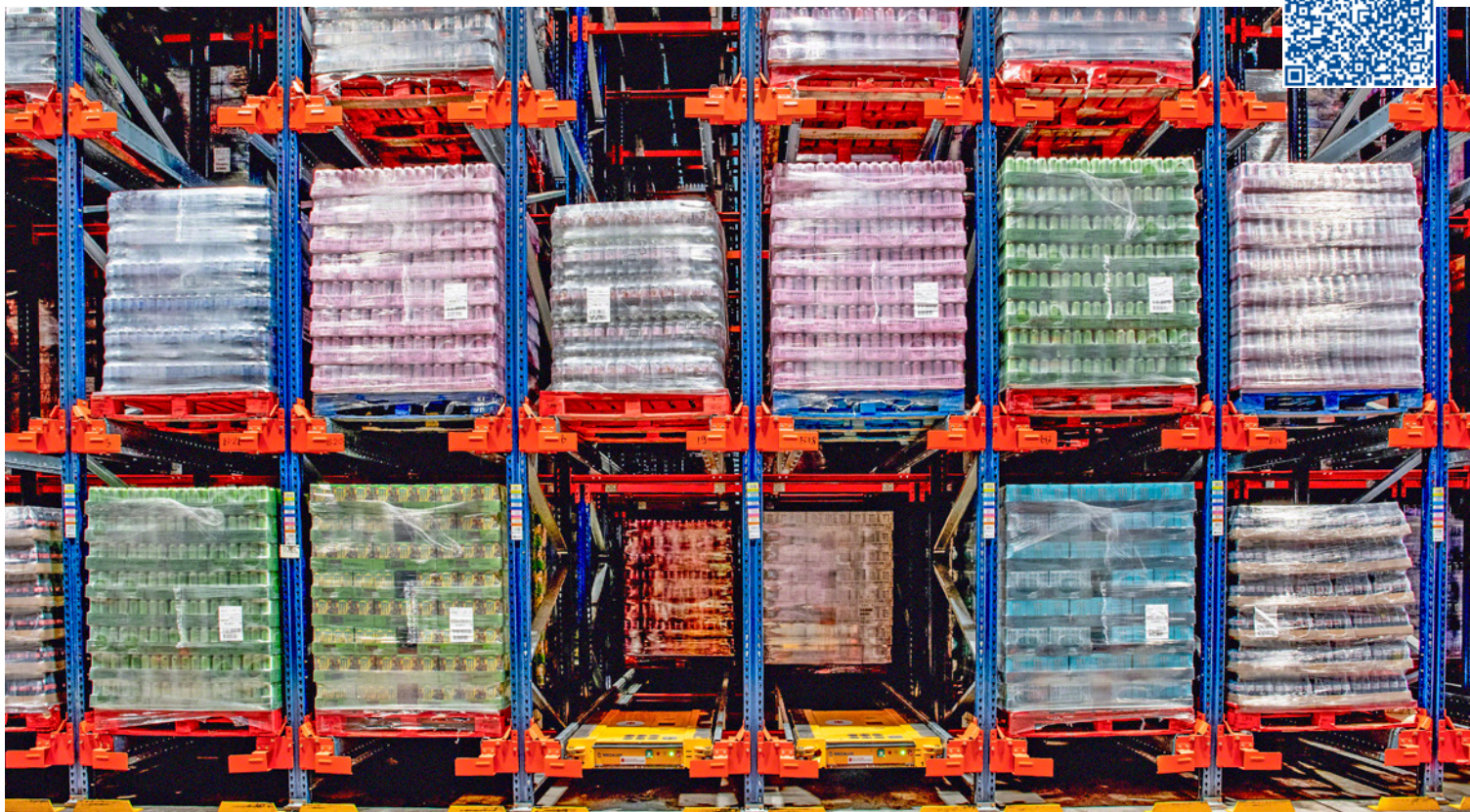


# Mecalux powers Coca-Cola HBC's beverage storage with Pallet Shuttle technology

The beverage company's new warehouse manages 9,000 pallets containing products sold throughout the island of Ireland.

Country: **Northern Ireland** | Sector: **food & beverage**



## CHALLENGES

- Manage the logistical complexity of storing and distributing multiple beverage brands across the island of Ireland.
- Ensure speed and accuracy in a high-turnover warehouse to serve millions of potential consumers.

## SOLUTION

- Semi-automated Pallet Shuttle system.

## BENEFITS

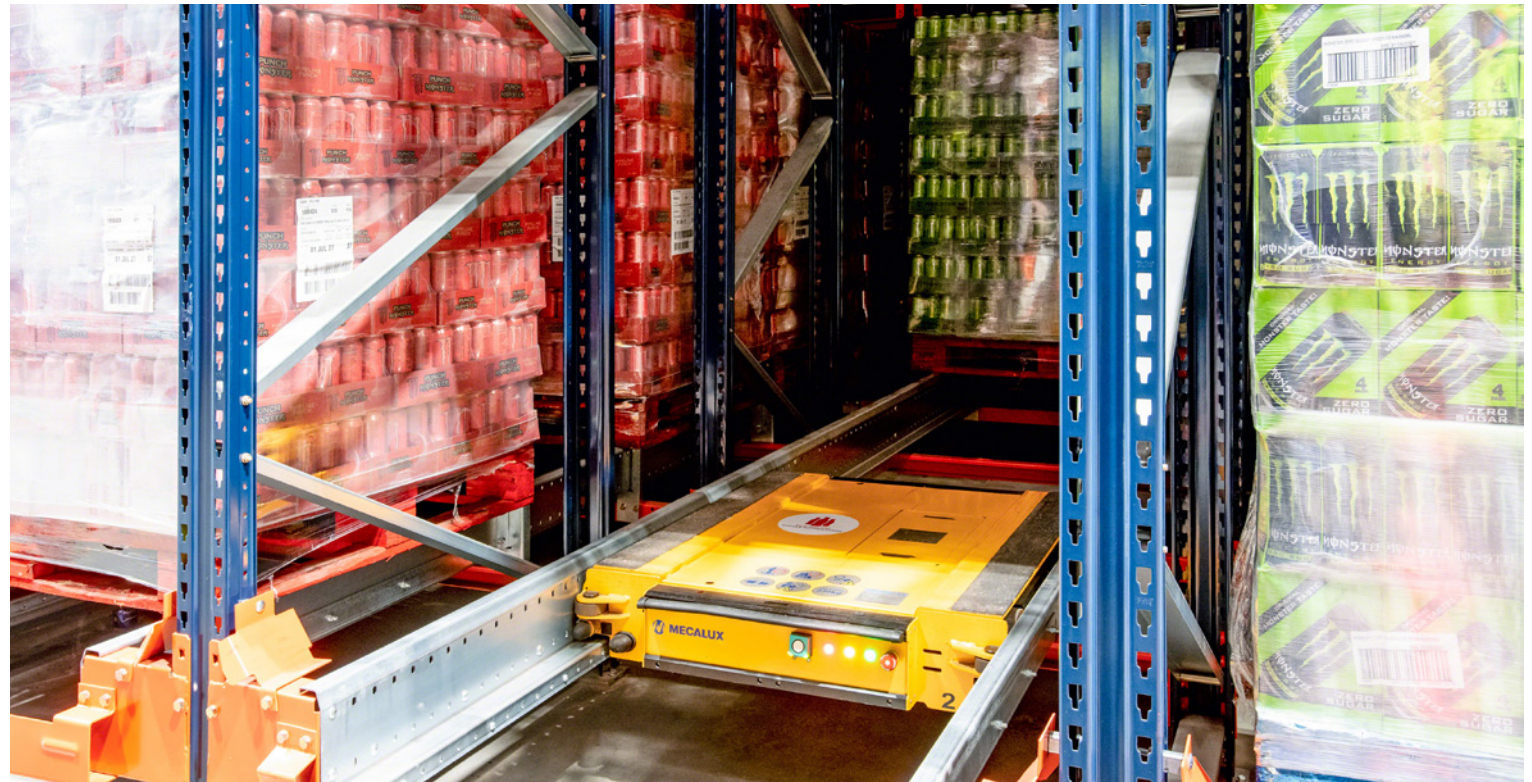
- Storage of 9,000 pallets in an optimized space.
- More streamlined workflow in receiving, putaway, and order shipping.



Coca-Cola HBC Ireland and Northern Ireland is the strategic bottling partner to The Coca-Cola Company for the island, responsible for the manufacture, distribution, sale, and channel marketing of its beverage portfolio, as well as locally owned brands. Coca-Cola HBC offers a beverage for all occasions and distributes premium spirits ranges. In 2020, Coca-Cola HBC moved into the coffee sector. The company's sustainability leadership has long been recognized internationally. In 2024, the Dow Jones Sustainability Indices ranked Coca-Cola HBC as the #1 global beverage leader in sustainability.

» **Founded: 1939**

» **Employees throughout Northern Ireland: 550+**



Coca-Cola HBC Ireland and Northern Ireland is a subsidiary of Coca-Cola HBC, one of the largest bottlers of The Coca-Cola Company worldwide. The company markets the multinational's main brands — Coca-Cola, Coca-Cola Zero, Diet Coke, Fanta, Sprite, Appletiser, and Schweppes — along with local brands Deep RiverRock and Fruice. It also distributes premium spirits ranges for The Campari Group, Jack Daniel's, and Edrington, as well as Coca-Cola ready-to-drink beverages. In 2023, the business acquired Finlandia Vodka from Brown-Forman. Additionally, it has moved into the coffee sector, with Caffè Vergnano launching in Ireland and Northern Ireland.

Coca-Cola HBC recently opened a new finished-goods warehouse at its Knockmore

Hill production facility in Lisburn (Northern Ireland). To align its logistics infrastructure with growing demand, the company equipped the warehouse with Mecalux's Pallet Shuttle system. This semi-automated solution combines high-density storage with direct access to pallets and strict inventory control, ensuring beverages are distributed at the right time and in the right place.

"As a fast-moving consumer goods company, our key metric is DIFOTAL: delivery in full, on time, and accurately invoiced. We need to manage our warehousing, inventory control, and distribution processes efficiently to optimize customer service and operate cost-effectively," says Karl Quinlivan,

Logistics Route to Market Manager at Coca-Cola HBC Ireland and Northern Ireland.

### **The Knockmore Hill plant: Innovation and growth**

Opened in 2010, Coca-Cola HBC's Knockmore Hill plant has experienced steady growth. Today, it runs nine production lines that are regularly upgraded to support distribution to the island of Ireland.

"We're always looking for ways to optimize our infrastructure and build a borderless supply chain that will supply our territory at optimum cost," says Quinlivan. Recently, the company commissioned an additional finished-goods warehouse to make full use of the available space and boost capacity.

**The beverage company markets multiple brands throughout the island of Ireland**

"We had a great experience working with Mecalux. The team offered us flexible design options and carried out the installation quickly, working within our strict health and safety guidelines on site. They were always available to answer questions during implementation," he adds.



**Semi-automated system for 9,000 pallets**

With the incorporation of the semi-automated Pallet Shuttle, Coca-Cola HBC's new finished-goods warehouse in Lisburn leverages available space, accommodating 9,000 pallets. "The Mecalux solution has provided us with the storage capacity we needed while improving efficiency in both goods receipt and shipping," says Quinlivan.

The storage system is equipped with four motorized shuttles that move loads auto-

mously. Associates position the pallets in the storage lanes using forklifts, and the shuttles then store and retrieve them automatically. Quinlivan adds: "The workflow is far more dynamic, as operators and the Pallet Shuttle system carry out different tasks simultaneously."

In the Coca-Cola HBC Lisburn facility, associates use Mecalux's warehouse control system to send orders to the shuttles from a tablet. "The interface is very user-friendly. Within minutes, any operator can learn to

issue commands and monitor the process without external support," he says.

**Industry 4.0 transformation**

Implementing the new finished-goods warehouse with Mecalux's semi-automated Pallet Shuttle underlines Coca-Cola HBC Ireland and Northern Ireland's commitment to Industry 4.0. "By integrating new technologies into our manufacturing and logistics processes, we're making steady progress towards Industry 4.0, enhancing efficiency and quality at every stage," Quinlivan concludes.



*"The Pallet Shuttle has provided us with the storage capacity we needed while improving efficiency in both goods receipt and shipping."*

**Karl Quinlivan**  
Logistics Route to Market Manager,  
Coca-Cola HBC Ireland and  
Northern Ireland

