

Beverage Industry

Trends, technology & products shaping the marketplace

December 2008



PACKAGING
2008's best offer looks and functionality

CHANNEL STRATEGIES
Tough economy transforms mass and club shoppers



COFFEE DRINKS
New products hope to perk up sales

Supplier's Marketplace

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the operations. The software provides DSD solutions that include route accounting, scalable warehouse management, load planning, mobile presales for full-screen devices, electronic document management and business intelligence.

■ HighJump Software, 8455 City West Pkwy., Eden Prairie, Minn. 55344; 800/328-3271; highjump.com.

CoolLift Delivery System

Magline Inc. and Swift Water Logistics formed a partnership and developed the Magline Coolift Delivery System. The Lift is 18.5 inches by 53 inches by 62 inches and has a 1,500 pound capacity. The unit weight is 190 pounds, and it fits in the majority of c-store aisle ways and cold drink rooms. The lift is equipped with ergonomic handles, rear swivel casters, high-strength extruded aluminum frame, a hydraulic lift system and hydraulic dual wheel disc brake system. The empty pallet system requires minimal warehouse space, the company says.

■ Magline Inc., 503 South Mercer St., Pinconning, Mich. 48650; 800/624-5463 magliner.com



Racks for everything

Boston Rack showcased its Pallet Flow and Carton Flow racks at InterBev. The benefits of the Pallet Flow system are first-in-first-out storage, which ensures constant product rotation; the system separates picking from the replenish, allowing for simultaneous operations; the pick aisles are constantly stocked and the Pallet Flow is available in roll form or structural materials. The Carton Flow is designed with flexibility and ergonomics and the system is easy to profile and install, the company says.

■ Boston Rack International, 115 Main St., Suite 20, North Easton, Mass. 02356; 508/230-5755; bostonrack.com.

