

The Alpal™ Transforms the Concentrate Industry CLOVER INDUSTRIES LIMITED CASE STUDY



Clover Industries Limited, South Africa (Clover SA) began its operations in 1898 as a small farm co-op called Natal Creamery. With hard work, the co-op grew and they expanded into the milk industry throughout South Africa. As a leader in social responsibility and quality manufacturing processes, Natal Creamery soon garnered a reputation for excellence. With the success that comes with such a reputation, the company changed from a co-op and went public in 2003, becoming Clover Industries Limited.

Expanding into manufacturing bottled juices and processing concentrates, Clover SA soon realized that they required both an efficient storage system and durable container for their heavy products. In 2006, they began to use the Alpal™, which quickly became their container of choice. As the leading manufacturer and processor of liquid products in South Africa, Clover SA encouraged their suppliers to also begin using the Alpal so that they could also reap the benefits and improve their efficiencies.

Improved Efficiencies for Clover

Clover SA has always set the standard for quality from product to packaging, and the adoption of the Alpal into their operation was no exception. They first purchased the Alpal because with strict food safety guidelines, they needed a container that was made with FDA-approved materials, certified safe for use with food products. But they quickly realized the Alpals were also easier to move. Clover SA was able to improve their productivity as they moved product faster through the supply chain.

Clover also had an issue with their limited outdoor storage space. Once their containers were emptied they would store them until they had enough containers to fill a truck for the return shipment back to their suppliers. This was causing problems because the bulky steel containers and drums took up a lot of space in their yard. Their problems were solved with the Alpal as they were able to collapse and stack them neatly against a single wall, then ship up to 120 Alpals back to their suppliers in each truckload.

The Alpal enabled Clover SA to decrease how many trucks they needed to return the containers, therefore reducing their shipping costs, increasing their efficiencies, and improving their bottom line.



EFFICIENT HANDLING WITH THE ALPAL



COLLAPSED ALPALS STACKED OUTDOORS

CONTAINERS ON RETURN TRUCK SHIPMENTS:

- Steel Containers = 24
- Collapsed Alpals = 120



CLOVER'S SUPPLIERS ACHIEVE A 233% INCREASE IN STORAGE CAPACITY WITH THE ALPAL



DURABLE FRAME AND STEEL BARS

Increased Capacity for Clover's Suppliers

Magalies, one of Clover's major citrus concentrate suppliers, began to see the benefits of increased capacity when using the Alpals as well. Previously using plastic drums, Magalies could stack 4 levels of drums, 9 drums per level, for a total of 900L of concentrate. With the Alpal, they could stack the containers 3 high for a total of 3000L per stack, thus achieving a 233% increase in storage capacity. Even though Magalies only needed the Alpals to be stacked 3 high to maximize their warehouse space, they were impressed that the Alpal is capable of being stacked up to 8 high when fully assembled.

Improved Product Protection

Besides increasing productivity and efficiency, Clover SA has been impressed with the durability of the Alpal. Each Alpal is built with a rotationally molded frame and steel bars making it extremely strong, as demonstrated by this story told by Cobus Kritzinger, a plant manager for Clover SA.

"We had a shipment coming in from our suppliers and their truck got into an accident causing it to roll over. There were 24 Alpals with 24,000 total liters of product on board. Thinking we had lost a day's worth of production in lost product we were amazed to find that the Alpals had protected almost all our product and we were only unable to use two containers."

Macro Plastics has been driven by a spirit of innovation since the early '90s, when MacroBins® were first introduced to the wine and stone fruit markets of California. With a continuing vision to diversify through innovative products and services, Macro Plastics has expanded globally into the agriculture, food processing, retail, and industrial packaging markets.

Macro Plastics' ProBin family of products was created to meet the specific requirements of the food processing industry. Featuring the lightweight and collapsible Alpal and injection-molded plastic solid-wall containers, all ProBins are durable, easy to clean, and made with FDA-approved materials that are certified safe for food products.