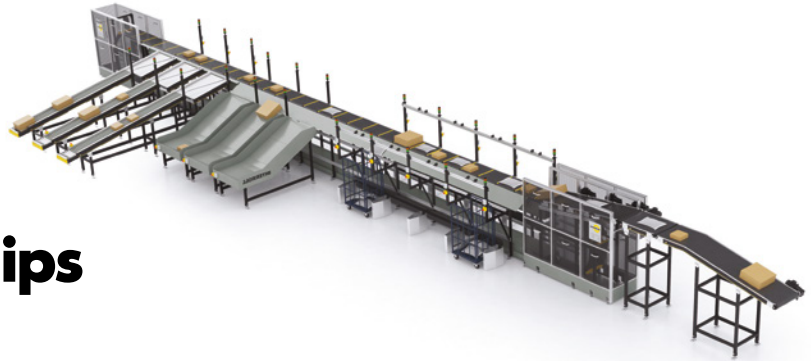


> **CONVEYROLL**

SORTING AND INTEGRATION
EXPERTS FROM MEXICO

Solid technology, powerful partnerships



by Rosa María Cladellas

Mexico’s Conveyroll, with more than 20 years of experience in the material handling industry, is a market leader with smart automation solutions deployed across Latin America. It recently installed a high-speed sorting system for the fast-growing Mexican mail order company Andrea.

The global e-commerce boom has reached Mexico, where online shopping is expected to grow by 26 percent annually to more than \$40 billion in 2019, more than three times the 2014 sales figures. On one hand, the growth poses challenges for online retailers that have to satisfy demanding customers who seek a greater variety of products and the flexibility to place smaller orders and return merchandise. On the other hand, the growth offers opportunities to turn internal logistics from a mere cost center into a strategically important, competitive tool. Andrea, a leading Mexican e-commerce provider of shoes and clothing, has recognized the opportunities and chosen to implement a high degree of automation in its five distribution centers.

Focus on growth

“Companies that invest and prepare for growth are usually the ones who obtain it,” says Ricardo García, Managing Director of Conveyroll, which Andrea selected as its technology partner for internal logistics. “Our customer Andrea invests in smart automation concepts for their order preparation processes to be ready for future growth instead of protecting themselves from competitors.” In fact, for one of its distribution centers, Andrea needed increased sorting capacities and asked Conveyroll to design a sorting concept based on 200,000

packs per day and 350 orders per minute, with a cycle time of three hours between order processing and dispatch.

Innovative technology coupled with teamwork

As a system integrator with a wealth of experience in different sorting technologies, Conveyroll selected the Interroll Crossbelt

Sorter based on Andrea’s requirements for its simplicity, energy efficiency and reliability. “Technology alone is no guarantee for success in such projects. Teamwork and the service provided by the project partners are equally important,” says Ricardo García. “This is clearly the case with Interroll; we know that we can rely on them at all times.”



CONVEYROLL

Conveyroll is an official partner of the Rolling On Interroll program of the worldwide Interroll Group. Having deployed more than 60 sorting systems in Mexico and Central America, Conveyroll relies on strong partners with proven solutions, like the Interroll Crossbelt Sorter.

MAIN INTERROLL PRODUCTS



conveyroll
Intelligence in Motion