

BINDI - MILAN'S ICE CREAM MASTERS

Famous Pastries Tracked from Production to Delivery, Improving Productivity and Reducing Costs

Founded in Milan, Italy in 1946, Bindi is world-renowned for its imaginative ice creams, cakes and desserts. Over the years, traditional skills and original recipes have been combined with modern production techniques to ensure consistent, high-quality products for its customers. The company, which sells fresh and frozen products, produces roughly 35,000 pastries per day. It supplies 180 concessions, provides other companies with products for branding, and sells directly to final consumers at its own stores. The result is extremely complex logistics.

“The ability to manage our entire logistics trail, facilitated by Psion Teklogix, has significantly improved our productivity, and reduced our costs.” – Dr. Scurati, Operations Director, Bindi

The Challenge

Logistics management is extremely complex due to the volume and variety of Bindi's products. The main warehouse holds approximately 8,000 pallet sections and manages approximately 700 different codes. Furthermore, there are 70,000 to 80,000 containers delivered per year, each with multiple layers, which require an incredible amount of sorting. Staff must manage an extraordinary number of references for various types of customers with different service requirements. The complex logistics of the warehouse gave rise to a need for automatic individual identification and tracking of each Bindi product.

Another obstacle facing Bindi was the environment of its operations. The main warehouse is kept at a temperature of -30°C (22°F) to maintain the quality of its frozen products, and thus, equipment is constantly passing from temperatures of -30°C (-22°F) to approximately 0°C (32°F). This thermal increase results in condensation, which can be harmful to most electronic equipment and cables. It was very important that any mobile terminal chosen

for the overall solution could function in both environments.

“It's a fairly unique situation,” said Dr. Marco Scurati, Operations Director. “Not only are the products delicate, they must reach the final consumer in excellent condition. Therefore, the timeliness of handling is of utmost importance, and the warehouse must be strictly managed.”

The Solution

Psion Teklogix produced a solution that addressed the needs for automatic individual identification and tracking of products and hardware rugged enough to withstand the frigid warehouse conditions. Psion Teklogix devices were subjected to laboratory tests that verified their ability to endure and perform in such conditions, and the potential problem of failing batteries was also resolved.

Psion Teklogix implemented the automatic identification system based on narrow-band radio frequency transmission due, in part, to its known reliability. The system is comprised of two Psion Teklogix Wireless Gateways — one operates as a mini-con-

troller and one operates as a Base Station on slave mode. To support the system, Bindi adopted five handheld terminals, four full-screen vehicle mount terminals, and eight scanners from Psion Teklogix for worker use.

With the Psion Teklogix solution, Bindi products are identified by means of barcode and tracked from production through to delivery in the automated system. When the products arrive at the warehouse, operators determine from their terminal where to place them based on the required conditions as well as optimization of warehouse spaces.

The system also determines availability of products when a customer order is received. Operators use their terminals to review and verify order information, and then arrange the order for loading onto the appropriate vehicles. The system retains all the information on the released product, including the name of the customer to whom it has been sent.

The Benefits

The solution implemented by Psion Tek-

logix provided Bindi with a variety of benefits. The rugged and durable devices withstand the harsh warehouse conditions while enabling Bindi to track their products, in a timely manner, from production through to final delivery. As a result, Bindi can better monitor its operations which has led to improved productivity and reduced operating costs.

“The ability to manage our entire logistics trail, facilitated by Psion Teklogix, has significantly improved our productivity, and reduced our costs,” said Dr. Scurati.

Another benefit of the solution is that it provides Bindi flexibility to further improve its operations. Psion Teklogix technology is compatible with most software applications, so the application is not limited to automatic product identification and the management of product expiration dates. For example, the system could have substantial value in its review of the total distribution structure, including optimization of the freezer cells layout, and is a feature to the system that could be considered in the future.

“With the success of our Psion Teklogix implementation, we’re currently looking at other ways to improve our operations,” said Mr. Zanini.



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