

Acryline

Quality you Trust! Quality you Know!



CASE STUDY

- **Client:**

The South African Breweries (SAB)

- **Project:**

Route 77

- **Brief:**

Route 77 added an additional layer of quart cases to our pallets, increasing the number of quart cases from 66 to 77 per pallet. This required significant changes to be implemented in the supply chain, including the modification of existing trailers to take the heavier load and increased pallet height, as well as the purchasing of new purpose built trailers.

Following the modification, total re-sprays were required for over 850 trailers. The project, which was completed by 30 vendors across 5 provinces, was wrapped up in 11 months. In addition to supplying the product, the Acryline team were to fulfil an internal project management role, while also providing expert product support and technical advice to the 30 vendors.



CASE STUDY - continued

- **Solution:**

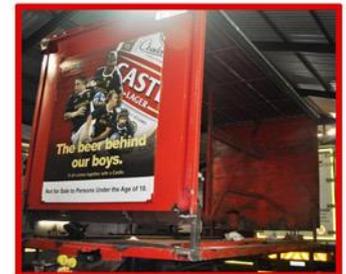
- ✓ Completed a successful pilot study in Cape Town during 2011
- ✓ Assisted in identifying potential vendors for the project
- ✓ Completed a road show with SAB delegates to brief each vendor on the job requirements
- ✓ Conducted training workshops on how to apply the products
- ✓ Identified 15 approved distributors who would supply product to each vendor
- ✓ Ensured stock availability at each distributor and timely delivery to each vendor
- ✓ Assisted vendors to log the 5-year warranty for each refurbished trailer
- ✓ Provided personalised technical support to each vendor



CASE STUDY - continued

- **Solution (continued):**

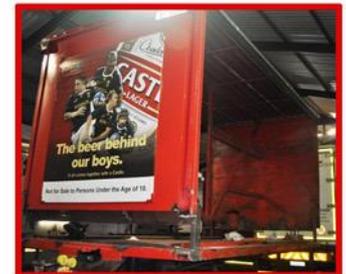
- ✓ Frequently visited vendors to ensure that product application was being done correctly and that guidelines in specification manuals were being adhered to
- ✓ Conducted on-site inspections of units completed to ensure quality guidelines were adhered to
- ✓ Personally signed off completed units by each vendor
- ✓ Provided regular feedback to the client on the progress of the project
- ✓ Only Acryline products were used to complete the project



CASE STUDY - continued

- **Results:**

- ✓ Over 200,000 litres of paint were used to complete the project
- ✓ The teams holistic, hands-on approach ensured that vendors never ran out of product and that they understood exactly how application was to be completed
- ✓ The added-value that the Acryline team offered SAB, in terms of managing the project, ensured that each refurbishment was completed to specification and on time
- ✓ Positive feedback has been received from SAB staff and the general public who have viewed the newly modified and refurbished trailers on the road



Acryline

Quality you Trust! Quality you Know!

TESTIMONIALS

"I would like to take this opportunity to reflect on the assistance delivered by the Acryline team throughout the Route 77 project.

Initially, some jobs were rejected, but following the committed visits from the team to our areas, where in-depth training was completed with the spray painters, we are glad to report that no further jobs have been rejected to date. The support provided improved the skills of the spray painters significantly and this is where the true value lies.

All the vendors agreed that this was a valuable learning experience and I believe they will utilise this new found knowledge well into the future.

The team also consistently answered all our queries and the backing we received was invaluable with regards to assisting vendors in capturing the Acryline warranties online."

Glenton Mdaki
SAB Regional Fleet Manager



Acryline

Quality you Trust! Quality you Know!

TESTIMONIALS

“As always, it’s a pleasure working with the Acryline team. The quality of their products is proven and we know exactly what to expect on completion of every a job.

Offering reliable technical support and service, the assistance we got from the team during this particular project was simply outstanding.

There was always sufficient stock, and the guys were always there, on the ground, ensuring the products were properly applied by the various spray painters.”

Dirk van den Berg
SAB Project Management Specialist

