

HowToRobot



Case Story

Premium whisky producer automates palletising bottleneck and accelerates path to growth

International Beverage, producer of close to a million cases of premium Scotch whisky annually across 85+ markets, is on a strategic mission to bring more of its bottling in-house – reducing dependency on external co-packers and building capacity for long-term growth.

To take the next step, the company needed to automate end-of-line palletising at its Airdrie facility in Scotland – improving the working environment for its team and breaking through a production bottleneck. Without the internal resource to tackle it alone, they turned to **HowToRobot's platform and expert advisory** – going from blank page to signed purchase order in five months, with a competitive, well-specified solution.



Challenge

- Workers were manually palletising up to 3 tonnes of cases per person per shift
- Forklifts and people working in close proximity at the end of the line
- Palletising had become a hard throughput ceiling the line could not push past
- Limited internal resource to specify, source, and procure the right solution

Solution

- HowToRobot's platform managed the full process – from specification to signed PO.
- Expert advisor visited the site and built the technical specification.
- 5 suppliers engaged; 4 firm quotes received; 3 taken to final round with site visits.
- All quotes, comparisons, and decisions captured in a fully auditable trail

Value Delivered

- Full sourcing process completed in 5 months — from blank page to signed purchase order
- Palletising solution expected to **free 4 operators** from heavy manual tasks, **increase throughput by 10%** and **pallet utilization by 15-20%**.
- Winning supplier reduced their price by 32% from first quote to final bid
- Quote spread compressed from 75% at first contact to under 5% at final decision



"HowToRobot gave us access to a wider range of suppliers, put structure around how we dealt with them, and delivered a far more professional procurement process than we would have run ourselves. That gave us the confidence to engage them on a much bigger project."

Alan Mitchell, Operations Director, International Beverage



"HowToRobot took a huge weight off my shoulders – not just the time saved, but the depth we were able to go into the design. I fully expect it has saved us from reactive costs post-implementation."

Ross O'Neill, Head of Site Operations, International Beverage

4

Operators to be redeployed to higher-value tasks

5 months

From project scoping to supplier PO

32%

Reduction from first quote to winning bid