Beat: Business

SWISSLOG WINS MAJOR ORDER FROM SAUDI ARABIAN FOOD PRODUCER ALMARAI

TO AUTOMATE ITS DISTRIBUTION LOGISTICS

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USPA NEWS - Saudi Arabian food producer Almarai has commissioned Swisslog to automate its distribution logistics for their operations in Al Kharj. The value of the order is approximately 43 million euros. By the end of 2018, Swisslog will implement automation projects in five phases...

Saudi Arabian food producer Almarai has commissioned Swisslog to automate its distribution logistics for their operations in Al Kharj. The value of the order is approximately 43 million euros. By the end of 2018, Swisslog will implement automation projects in five phases.

The Saudi Arabian company Almarai is the world's largest vertically integrated dairy company, also specializing in fruit juices, bakery products, poultry and infant nutrition. Almarai will link this major project to a strategic reorientation of its logistics operations. It plans to achieve additional competitive advantages by optimizing and significantly accelerating its logistics processes.

In addition, Almarai management has opted for Swisslog's System Operation service to ensure smooth warehouse operations. Swisslog service technicians will maintain and support the systems on site.

'The Middle East region is an important growth market,' said Dr. Christian Baur, Chief Operating Officer of the Swisslog Group and President of the Warehouse & Distribution Solutions (WDS) Division. 'I'm very excited about this order from Almarai. It's a major milestone for additional growth in the region.'

Source : Swisslog WDS Americas

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