

# UNEX CASE STUDY

**"If we have a new recipe to build with different fresh foods, we have to be flexible to make those changes. Carton flow from UNEX gives us that flexibility. The product is modular and easy to install, without any glitches or interruptions to production."**

- Valerie Clements,  
Special Operations Team, Hello Fresh



**customer:** HelloFresh

**operation:** Picking, assembling, packing and shipping fresh meal kits to homes

**goal:** Condense lines, maximize space, allow for expansion and flexibility

**solutions:** FlowCell carton flow racks and SpanTrack with gravity rollers from UNEX



## A Recipe for Success

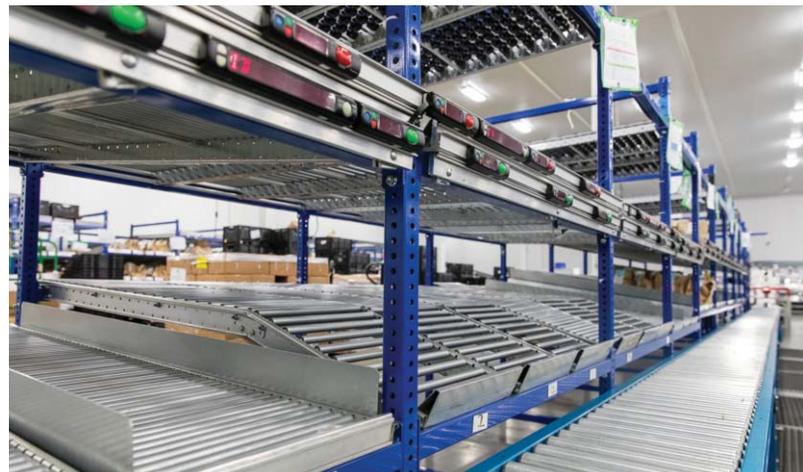
**UNEX carton flow solutions help HelloFresh condense meal-kitting lines, maximize space and make room for future growth - and appetites.**

*"We're continuously expanding our offerings and currently have more than 20 different meal options to choose from each week," says Valerie Clements, who works on the HelloFresh Special Operations Team. "We have to be flexible. When HelloFresh makes a decision to offer something new for customers, my team has to be ready to make that happen."*

### Squeezing the Most Out of the Space

With business growing rapidly, the HelloFresh Special Operations Team began investigating ways to add more lines and speed up kit assembly at the Newark facility. "The products weren't flowing down the line smoothly. We had wire structures with lots of angles and various racks. There weren't any rollers, so team members had to manually push the cartons down while pickers had to pull the boxes forward," says Valerie.

Jay Cox, Northeast Regional Manager for UNEX, says HelloFresh learned about FlowCell carton flow racks from UNEX and decided to put a few to the test. "We set up the line where kits are built and then followed the line all the way down with our FlowCell product," says Jay. "We tried a few things - different roller types, rails and heights to get the configuration exactly right."



## More Lines, Same Floor Space

Creating meal kits is not a simple task. The facility must be kept at 36 degrees at all times to keep food fresh. Every step of the kit-building process must be precise to ensure the right elements come together in the right package at the right time. Various lines are working to package the tiny kits containing the pre-measured ingredients needed to make each meal.

The last step in the assembly line requires adding the protein: the chicken sausage that pairs with the spinach ravioli, the beef for the Tex-Mex cheese-stuffed burgers and the tilapia that tops off the potato wedges and cabbage slaw.

“If we have a new recipe to build with different fresh foods, we have to be flexible to make those changes. Carton flow from UNEX gives us that flexibility,” says Valerie. “The product is modular and easy to install, without any glitches or interruptions to production.”

Most important, FlowCell from UNEX maximizes the facility’s space. “With FlowCell, we were able to cut the length of the lines in half, which gave us the ability to increase the number of kitting and assembly lines from 18 to 28 in the same amount of floor space,” says Valerie.

Gravity rollers are housed inside the FlowCell so the product flows smoothly to pickers. “It’s ergonomically friendly, because workers don’t have to reach over and pick,” says Valerie. “We also use SpanTrack to create return lines for empty boxes so that replenishers can pick them up with ease.”

In addition, FlowCell helps reinforce one of the company’s key messages to customers: “We’re all about providing customers with wholesome, fresh food,” says Valerie. “The racking system helps keep our centers clean and organized to help deliver on that promise.”

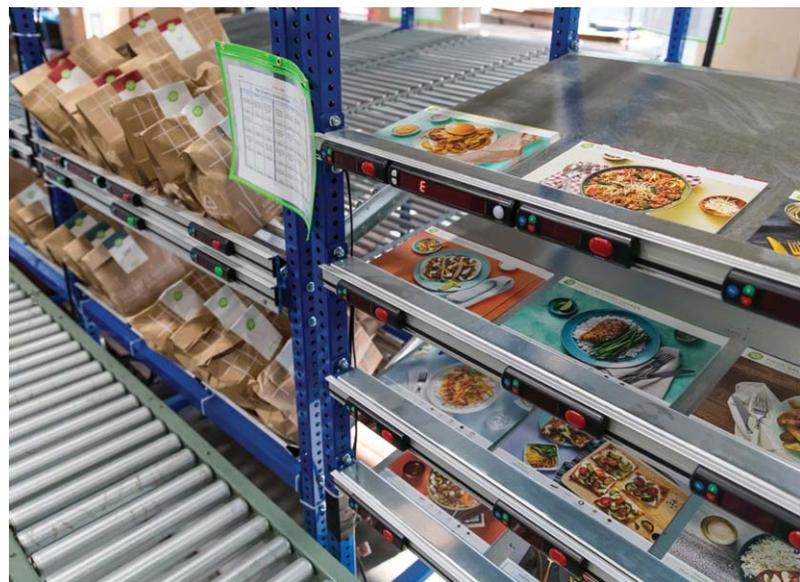
Today, UNEX solutions are helping HelloFresh meet demands not only at the Newark facility, but at facilities in Richmond, California, and Grand Prairie, Texas.

## A Full Menu of Benefits

UNEX has been providing space saving, productivity boosting solutions since 1964. Studies show that FlowCell can help companies increase space utilization by up to 50% and elevate productivity by up to 30%.

In addition, FlowCell carton flow racks are up to 13 times stronger than 28mm tube-and-joint flow rack systems and will support up to 1,000 pounds per level.

“We help create flexible, durable, customized carton flow that allows growing companies like HelloFresh adapt to product changes quickly, efficiently and without interruptions to customers,” says Jay.



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LIT-CASE-010