

MobileAsset Brews Success with Highland Brewing Company

BUSINESS CHALLENGE

Optimize inventory management to protect bottom line and grow business efficiently. Non-returned keg barrels cost company more than 9 times the value of deposits retained.

SOLUTION

MobileAsset optimizes inventory movement and stops keg loss.

BENEFITS

100% accuracy
0 Missing Records
0 Missing Kegs

CUSTOMER PROFILE

- North Carolina-based brewing company
- 65,000 barrels produced annually
- Plans to triple production capacity



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- Oscar Wong, Owner, Highland Brewing Company

A Small Business with Growing Pains

Highland Brewing Company Highland Brewing Company is a rapidly growing brewery located in the beautiful Blue Ridge Mountains of North Carolina. Founded in 1994 in the basement of an historical building in downtown Asheville, Highland Brewing Company began producing ales in kegs and 22 oz bottles. However, the popularity of their impressive array of unique brews soon led to additional bottling machines, allowing for a 12 ounce bottle and a marked increase in sales. Today, Highland Brewing Company boasts the capacity to produce 65,000 barrels a year, and is a major supplier for the Carolinas as well as Tennessee and Georgia. In fact, sales are so strong that the company recently announced the location of a new brewery site that will more than triple their production capacity. Highland Brewing Company is committed to quality and their high standards have brought them great success!

The Technological Problem

While increased sales at Highland Brewing Company fill the plant with the constant roar of the bottling machines, the company's asset tracking system was falling behind. Oscar Wong, owner and founder, became frustrated with a paper trail that often resulted in the loss of kegs. "We only charge our customer a \$10 deposit for each keg, but if that keg is lost then we lose \$95! We tried to keep records with invoice sheets, but I knew that there had to be a better way." Wong states. Even when Wong sent a monthly newsletter to his distributors in an effort to reclaim kegs, flaws in tracking limited the effectiveness. The present manual tracking system was obviously not working, yet a new tracking system had to be affordable and applicable to a small business. Thus began a search for a solution that would put Highland Brewing Company back in control.

Wasp Barcode Technologies' Asset Tracking Solution

What Highland Brewing Company needs is an easy and cost-effective way to serve customers efficiently, while keeping tighter control of valuable assets. Wasp MobileAsset offers the perfect solution in a ready to use asset tracking system that effortlessly integrates the desktop computer with a mobile data collector. MobileAsset asset tracking software is user-friendly with key features that allow even a small business to work like a big business when it comes to asset tracking. An accurate database and a handheld portable device bring precision to the check in and check out processes. With the improved asset tracking system, Wong was thrilled to see a rapid improvement in keg returns and thus an MobileAsset - Asset Tracking Solution with WPA1200 immediate payback on his investment. Wong adds, "Just the fact that our customers know we took the guess work out of our tracking system quickly lowered our keg loss ratio. We now have accurate data which gives us more credibility and eliminates paperwork errors," states Wong. More importantly, for a small business like Highland Brewing Company, Wasp Barcode Technologies' MobileAsset solution requires

a minimal investment, yet offers the ability to expand, thereby meeting the needs of a growing company. When Wong and his staff move to their new location with increased production levels, the WPA206 mobile computer will be the perfect handheld device for their needs. This device, which is used in the MobileAsset bundle, is a rugged unit designed for speed and power no matter how heavy the entry data. Now, with Wasp asset tracking system, Highland Brewing Company's commitment to quality asset control matches their commitment to high quality ales. Wasp MobileAsset is a top of the line system that fits well with this top of the line business!

MOBILEASSET HELPED HIGHLAND BREWING COMPANY:

- Stop keg barrel loss
- Enhance distributor records and relationships
- Expand operations efficiently with no excess costs

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