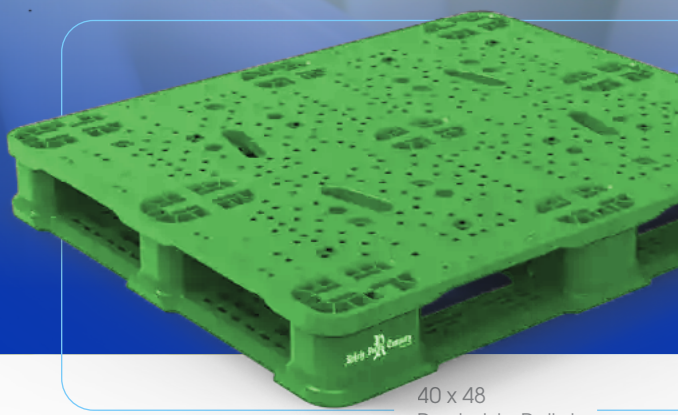
CASE STUDY

From Launch Support to Long-Term Scale

Strengthening Dairy Supply Chain Performance for One of the Nation's Leading Retailers



40 x 48
Rackable Pallet

Challenge

Walmart needed a dairy tray and pallet platform that could support automated handling, asset identification, and multi-site launch timing while remaining scalable for future growth. The first stage of the program, launched at Walmart's dairy facility in Fort Wayne, Indiana, used an interim pallet model with an added urethane coating to improve load stability. While that approach helped support early operations, it also introduced additional processing costs and extra transportation legs.

As the program expanded beyond Fort Wayne, new questions emerged around friction performance, barcode visibility, RFID alignment, traceability, and tray interaction on assets moved through start-up and live automation conditions.

In a highly automated environment, performance had to be proven not only in the asset itself, but also in how trays and pallets interacted with conveyors, braking conditions, loading lanes, dock handling, and system settings.

Walmart needed to convert early learnings from Fort Wayne into a repeatable, more efficient operating model that could support additional dairy facilities — including new locations in Valdosta, GA and Robinson, TX — with broader geographic coverage, new store flows, and increasing operational expectations across its internal teams.



Solution

Rehrig Pacific responded as a solution partner, working closely with Walmart to evaluate performance, troubleshoot start-up conditions, support commissioning needs, and refine the program as it scaled. The team validated design changes through testing at the Fort Wayne dairy facility, gathered plant observations, reviewed automation-related concerns, and helped distinguish product-design questions from broader operating conditions within the automated system.

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Rehrig Pacific Company

To create a stronger long-term model, Rehrig Pacific transitioned the program from the interim coated-pallet approach to a redesigned pallet manufactured in Kansas with performance built directly into the molded part. This eliminated the need for a secondary coating step and supported a more scalable supply model for Walmart's expanding network of dairy facilities.

Rehrig Pacific also strengthened traceability by adding laser-etched human-readable barcodes to trays and pallets that previously lacked them. This improved manual verification, exception handling, and barcode durability. The redesigned pallet also used a laser-etched barcode associated with its unique RFID tag, helping support stronger asset identification and data integrity.As Walmart's dairy network expanded — with the Valdosta, GA and Robinson, TX facilities in early 2026 — Rehrig Pacific remained engaged after each launch.

When Walmart requested an increased coefficient of friction, Rehrig responded by implementing an on-site retrofit program to install grommets on pallets already deployed in the newer dairy facilities. The initiative was carefully coordinated to meet the enhanced requirement while minimizing operational disruption. This effort reinforced the value of a partnership built on execution,



Results

- Supported launch and scale-up across three Walmart dairy facilities: Fort Wayne, IN; Valdosta, GA; and Robinson TX.
- Eliminated the secondary coating step in the redesigned pallet
- Strengthened traceability with RFID and laser-etched human-readable barcodes
- Helped maintain operational momentum during launch and scale-up of the new dairies
- Supported post-launch refinement with minimal operational disruption
- Created a stronger platform for future growth

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