

The Smart-Enabled Duo Lift

Unlocking Asset Management for Beverage Direct Store Delivery



Challenge: The Vanishing Pallet Problem

In beverage direct store delivery, from **soda** to **water**, pallets are the backbone of every shipment. For one major distributor, pallet loss was a costly headache. With only a **78% retention rate**, nearly a quarter of the pallet pool disappeared each year, driving up **replacement costs** and complicating operations. Manual tracking methods failed to provide reliable **visibility** or **accountability**, making it difficult to know where assets ended up or who was responsible.

Solution: The Smart-Enabled Duo Lift - Effortless Asset Management

The distributor implemented the **smart-enabled Duo Lift** with **RFID-equipped pallets** and seamless IoT integration. Each pallet's location is captured and surfaced in the **IRIS dashboard**, providing teams with clear, actionable visibility into asset whereabouts. **Tracking is completely effortless—drivers and employees don't have to do a thing.** The system works automatically in the background, tying **accountability** directly to the employee who last handled each pallet and empowering managers to protect the **pallet float**.

Results

Financial & Performance Metrics

- Pallet retention increased from 78% to 99% in 10 months, virtually eliminating loss.
- Annual pallet replacement spend dropped sharply due to higher retention.
- Labor costs decreased as tracking and reconciliation became automated and effortless.

Operational & Strategic Advantages:

- Visibility into the last known location of every pallet.
- Accountability for product handling, driving better habits and fewer "lost" assets.
- Actionable data enables managers to protect the pallet float and optimize operations.

Why It's Important



Reduced costs associated with pallets:
less spend on replacements, less waste.



Effortless tracking:
no employee action required, freeing up time and reducing errors.



Built-in accountability:
teams know who last handled each asset, driving responsibility.



Scalable solution:
as the business grows, the system adapts, supporting smarter logistics.

