

joloda.com

joloda
hydraroll
LIGHTENING LOADS

WORKING IN
PARTNERSHIP WITH



how Ypê transformed logistics
with Joloda Hydraroll's
automated loading system

"This partnership has truly exceeded our expectations, enabling us to streamline our logistics operations and enhance overall efficiency."

Francisco Silva
Executive Manager for Excellence and Innovation

introduction

For companies to succeed in the constantly evolving landscape of modern logistics, efficiency and automation are often touted as non-negotiables, and for good reason.

In 2017, Ypê - a leader in Brazil's Fast Moving Consumer Goods (FMCG) market, embarked on a journey to radically transform their logistics operations at a greenfield site they'd acquired in São Paulo.

Coming up to their 75-year anniversary, Ypê wanted to reinforce their longevity as a leader in innovation, and in the FMCG market. As well as serving the people of Brazil as best they can, this investment in the site ultimately improves the quality, safety, and environmental impact they have on the people of Brazil

The site's purpose?

To beckon in a new era, one of unparalleled automation, one that embraces Industry 4.0 principles, and, most importantly, one that serves as a north star for South American companies striving for success.

In the following study, we'll showcase the value that the Joloda Hydraroll Group brought to the project, assisting Ypê's project of upgrading their logistics operations and cementing themselves as an industry leader for years to come.



the client

Ypê, is a homegrown Brazilian company founded by Waldyr Beira, in Amparo, a municipality located in the interior of the State of São Paulo, Brazil. The company is a household name in Brazil for producing household cleaning products for 75 years. Over this time, Ypê have consistently demonstrated an unwavering commitment to innovation and quality which has helped them maintain an advantage in such a competitive sector.

In 2018, Ypê partnered with system integration company E80, who would go on to assist Ypê into their new era by creating a pioneering campus to house new production and warehouse facilities.

This campus aimed to:

- improve their company safety standards;
- reduce manual labour needed compared to their existing sites;
 - increase their operational efficiency;
 - reduce their environmental impact.

Ypê's forward-thinking approach was something that had yet to be achieved in the South American FMCG market and has set them apart from competitors. Positioning themselves as true technological trailblazers, Ypê are future-proofing their operations and facilities for years to come.

the challenge

Due to the sheer volume and scale of their operations, Ypê, faced a variety of challenges with their logistics operations at their other sites, these included:

Human Error:

With the factory's anticipated high output, the manual, labour-intensive tasks required to be completed were often tedious and repetitive. These tasks are prone to human error due to staff losing focus over long periods of time, which can result in bottlenecks and an increased risk to employees' health. Ypê wanted to ensure this issue would not arise.

Demand for Labour:

Ypê's reputation as an industry innovator meant they were constantly scaling operations to meet ambitious growth targets. This required significant focus

on workforce development and retention at a time when labour costs were rising. As demand grew, operational bottlenecks were naturally at risk of emerging across production and distribution.

The company was eager to prevent these challenges through the next stage of innovation.

Health & Safety:

Due to the sheer amount of labour and number of forklifts required to meet the facility's high demand, the chances of health and safety-related near misses and accidents naturally increased.

These issues are ever-present considerations in such environments, and so Ypê addressed them to prioritise both employee well-being and operational continuity.



the challenge

Sustainability:

Like many high-volume facilities worldwide, the use of forklifts in logistics contributes to CO₂ emissions.

With Brazil committing to reduce net greenhouse gas emissions by up to 67% by 2035 (established at the 29th Conference of Parties (COP29) of the United Nations Framework Convention on Climate Change), Ypê saw the chance to lead by example.

Building on its 75-year history of caring for the environment, people, and planet, Ypê continued adopting innovative systems that would help accelerate decarbonisation.

Ypê had to take action to tackle these challenges head-on. Automation was the solution...



the solution

A major decision of this project was how Ypê was going to partner with the world leaders in loading solutions - The Joloda Hydraroll Group, to assist with the optimisation of their loading process.

Led by Jorge Kanawati, from their headquarters in São Paulo, Joloda Hydraroll's South American division reviewed Ypê's logistics processes and goals to find the best solution.

Given the volume of goods and the distance between the production facility and warehouse, our automated loading experts found that the Slipchain Automated Trailer Loading System would be the ideal solution to reduce the amount of manual labour

needed, reduce risks in the workplace, and improve efficiency.

The prescribed solution consisted of six loading docks in their facilities: three at their warehouse, and three at their production plant. Furthermore, six Slipchain trailer systems were installed to shuttle goods between the sites.

The Joloda Hydraroll Slipchain Loading Docks can communicate with the facility's inventory management system to determine the size and weight of an item to be loaded. This means that the loading system can then determine which pallets should be loaded onto which trailer for maximum efficiency in a

process called sequencing.

Each loading dock also features a series of safety features to prevent any incident from occurring, including side barriers that act as physical barricades to prevent anyone or any piece of equipment from entering the loading dock's perimeter.

Furthermore, sensors and warning signs were installed to let workers in the area know when the system was in operation, and that they were entering an area of potential risk.

Now in 2025, a fleet of self-driving Mercedes-Benz vehicles equipped with the Slipchain Systems has been

commissioned to shuttle trailers from the factory to the warehouse. These will enable around-the-clock operation between the production and warehousing facilities on their site, and provide them with unrivalled production capability.



"The innovative solution provided by Joloda Hydraroll has not only optimised our processes but has also contributed to maintaining a safe and sustainable working environment."

Francisco Silva

Executive Manager for Excellence and Innovation

the benefits of implementation

The implementation of automation had numerous benefits for Ypê, including:



Loading Times

The most notable achievement was the reduction in trailer loading time to just two minutes. This led to a substantial decrease in overall trailer turnaround time of around twenty-eight minutes.

This has demonstrated to be an extremely cost-effective solution, which has highlighted the efficiency and economic viability of loading and unloading automation.

Space Optimisation

The Joloda Hydraroll automated loading system helped Ypê optimise their space utilisation in both their



production and warehouse facilities.

Automation has enabled increased output and reduced the storage space needed in the loading dock area.

A single automated loading system can replace three conventional docks and seamlessly integrate into existing production processes, eliminating the need for separate operations.

It was of paramount importance that the loading technology adopted would seamlessly interact with the existing warehouse automation technologies that had already been adopted - a goal that was achieved.



Safety Enhancement

An automated loading system can eliminate the need for a forklift fleet, significantly improving workplace safety.

Loading docks equipped with various safety devices, such as collision reduction systems, mitigate the risk of accidents and near misses, thereby reducing the risk of incidents between employees and equipment. This ultimately minimises the risk of injury, fines, and legal claims.



Reduced Labour Costs:

The solution provided by Joloda Hydraroll reduced labour-intensive operations, minimising the need for extensive teams of employees working around the clock.

This resulted in reduced staffing, management, and training costs while increasing workforce productivity. Additionally, adopting automation removed the likelihood of errors and bottlenecks, further streamlining operations and reducing costs.

the benefits of implementation

The implementation of automation had numerous benefits for Ypê, including:



Futureproofing and Growth Enabling

The automated loading system implemented at Ypê is designed to accommodate the company's future growth and expansion plans.

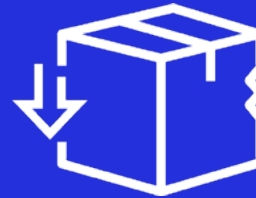
Its scalable nature ensures that as the company and facility grow, the loading system can expand effortlessly to meet increased demands and requirements, providing long-term value and adaptability.



Sustainability

In addition to the cost-saving benefits of reducing machinery, fleets of trucks, trailers, and forklifts, the logistics solution provided by Joloda Hydraroll also contributed to the positive environmental impact of Ypê, by reducing their CO2 emissions.

This kept Ypê aligned with global COP legislations, ensuring long-term sustainability and compliance. A key part of Ypê's 75-year journey has been taking care of the environment, so reinforcing this was essential.



Reduced Product Damage

Automated loading systems eliminate product damage during pallet manoeuvring, ensuring stock moves seamlessly from the loading bay into the trailer without mishap.

Product damage can disrupt operations and incur additional costs and penalties.

the feedback



Francisco Silva

Executive Manager for Excellence and Innovation

Francisco Silva Executive Manager for Excellence and Innovation, commented:

"I am delighted to express our satisfaction with the collaboration with Joloda Hydraroll on our project. This partnership has truly exceeded our expectations, enabling us to streamline our logistics operations and enhance overall efficiency."

The innovative solution provided by Joloda Hydraroll has not only optimised our processes but has also contributed to maintaining a safe and sustainable working environment. This project reinforces our culture of innovation, a value we have prided ourselves on since the company was founded in 1950. We look forward to continued success and future collaborations with Joloda Hydraroll."



Jorge Kanawati

General Manager

Jorge Kanawati, General Manager, Joloda South America, who had a key involvement in the project, commented:

"I am immensely proud of the collaborative effort and innovation that went into revolutionising YPÊ's logistics operations."

Our partnership exemplifies the power of automation to drive efficiency, safety, and sustainability in the modern supply chain."

This project underscores our commitment to delivering valuable solutions that empower our clients to stay at the cutting edge in an ever-evolving industry landscape."

conclusion

The installation of Joloda Hydraroll's automated loading systems at Ypê set a benchmark for excellence in logistics management in South America.

By embracing automated loading technology, Ypê have maintained its sustainable, innovative success in Brazil's FMCG market. Ypê have successfully addressed modern logistics challenges and positioned itself for future growth and sustainability goals. Talks are currently in place to continue the Joloda Hydraroll Group's partnership with Ypê.





if you have any questions, please get in touch!



Learn more about
Joloda Hydraroll...
watch our video

LIGHTENING LOADS

joloda.com

Joloda Hydraroll Ltd (Head Office)

1 De Havilland Drive, Liverpool
L24 8RN, United Kingdom
+44 151 427 8954
hello@joloda.com

Joloda Japan K.K. (Japanese Office)

606 Eiwa Oike Building, 436 Sasaya-cho,
Nakagyo-kuKyoto 604-8187, Japan
+81 0050 6875 6422
japan@joloda.com

Joloda BV (European Office)

De Hulst 13, 5807 EW, Oostrum
Venray, The Netherlands
+31 478 501 059
info-nl@joloda.com

Joloda Brasil (South American Office)

Rua Da Imprensa, 150-A, Jardim Terceiro
Centenário, 12944-720, São Paulo, Brazil
+55 11 98330 3333
jkanawati@joloda.com

Joloda Loading Automation (USA Office)

PO Box 4820, Wilmington
North Carolina, 28406, USA
+01 910 791 2125
brett.murrill@loading-automation.com

Actiw (Head Office)

Linnatie 11-13
FI-76850 Naaräjrvi, Finland
+358 207 424 820
info@actiw.com

Joloda Hydraroll SAS (French Office)

1 Cour du Havre CS 50101
Paris 75008, France
+33 7 81 41 99 00
france@joloda.com

Actiw (Indian Office)

R-40 1st Floor NDSE-II
New Delhi-110049, India
+91 9820506190
subhash.mishra@actiw.com