

Brewing bold ideas for supply chain improvements



Fresh ideas. Award-winning execution. Efficiency-driving results. WestRock delivered the total package for Keurig.

CHALLENGE:

Keurig needed bold ideas to manage folding carton inventory in the Southeast.

The beverage systems innovator wanted:



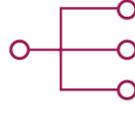
Deeper dialog with suppliers



Innovative working styles



Relationships not based on POs



Broader market knowledge

SOLUTION:

WestRock and Keurig soon launched a new VMI program that:

ACTIONS



Embedded a WestRock account coordinator in Keurig's Knoxville production facility



Established a Joint Process Improvement team



Leveraged Six Sigma black belt resources

BENEFITS



Manage, organize and streamline production



Uncover new strategies



Drive efficiencies, service and quality



This allowed the companies to:

- Transition "A" items from a daily to a two-week production cycle
- Consolidate activities across multiple sites
- Reduce total number of break-ins and line setups
- Greatly simplify SKU complexity
- Establish flat pricing regardless of volume

WestRock

39,000
team members

250
operating locations

1
mission to build unbeatable packaging solutions

KEURIG
GREEN MOUNTAIN

\$4B+
annual revenue

50MM+
brewers sold

445
beverage varieties

"WestRock is the only folding carton supplier that literally has a seat at our facility. They come with a knowledge that gives our teams a practical advantage."

—Kevin Collier,
Senior Manager of Procurement, Keurig

RESULTS:

Winning ideas that also drove savings.

KEURIG
GREEN MOUNTAIN



WestRock



10%
Savings
after one year



REDUCING:

- Lead times and layout waste
- Order redundancies
- Purchase price variances

LEVERAGING:

- Economies of scale

Named
1st-ever
Supplier
of the Year



AWARDED BASED ON KEURIG'S CORE VALUES:

- Partnering for mutual success
- Innovating with passion
- Playing to win
- Brewing a better world