

# Brewing bold ideas for supply chain improvements

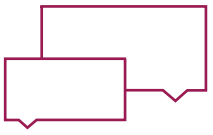


Fresh ideas. Award-winning execution. Efficiency-driving results. WestRock delivered the total package for Keurig.

## CHALLENGE:

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

The beverage systems innovator wanted:



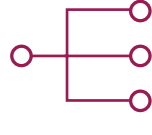
Deeper dialog with suppliers



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

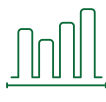


Leveraged Six Sigma black belt resources

### 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