

HartnessVisy Automation.... The World's Best Robotic Solution

By Scott Smith, Hartness Director of Sales & Marketing

HartnessVisy Automation has provided the best robotic solution in the World....the World of Coke, that is. May 24, 2007 signaled an important day for two very innovative companies, Coca-Cola and HartnessVisy Automation. On this day, Coca-Cola celebrated the official grand opening of the new World of Coca-Cola at Pemberton Place in downtown Atlanta, Georgia. The World of Coca-Cola is a state of the art museum that was designed to showcase how people from around the world have emotionally connected with Coke's brands for over 120 years.

Twice the size of its predecessor, the attraction includes more than 1,000 artifacts that have never been seen by the public. The building was constructed in accordance with the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) standards. It is one of few environmentally sustainable buildings in Georgia. The attraction features 3 theatres, a popular cultural exhibit showcasing artwork by Andy Warhol, the largest cache of Coke memorabilia in the World and a contemporary tasting lounge where guests can sample 70 Coca-Cola products from around the Globe...including sparkling beverages, waters, juices, teas, and sports drinks.



One of the more unique displays at the World of Coca-Cola is the "Bottle Works." Here, Coke lovers step into the center of a real bottling line and see Coca-Cola made before their eyes. The "Bottle Works" offers a behind the scenes perspective of the bottling process. From filling to bottle inspection, several of Coca-Cola's top vendors were involved in supplying equipment for the bottling hall showplace. North America's newest robotic solutions provider, HartnessVisy Automation, was selected to supply a custom designed robotic solution for "Bottle Works." The robot, which was specifically designed for the World of Coca-Cola, unloads empty bottles and places them onto the production line to be filled. It also stacks filled bottles as they come off of the line. In a typical packaging line, depalletizers and palletizers perform these functions.

The installation marked the first in North America for HartnessVisy, a joint venture between two of the best known brands in the packaging industry, Visy Industries of Melbourne, Australia and Hartness International of Greenville, South Carolina. The announcement of the formation of HartnessVisy Automation was made last year in Sydney. The company is comprised of robotic and packaging experts supplied from both companies. HartnessVisy Automation has already leveraged its significant experience to become the fastest growing robotic solution provider in North America. Since the installation at the new World of Coca-Cola, HartnessVisy Automation has been selected to provide robotic solutions for many of the world's best known consumer product companies, including Nestlé, L'Oréal, Coca-Cola Enterprises, and AstraZeneca.

Visy Industries, headquartered in Melbourne, Australia, is a multi-billion dollar organization owned by Richard Pratt, one of Australia's most prominent entrepreneurs. The company specializes in providing packaging materials, including corrugated boxes and plastic bottles, to many of the world's best known companies. Visy's ever growing operations in the US are located in Conyers, GA. The company has the distinction of being the largest supplier of recycled board in the United States and Australia. The Pratt family is renowned for its commitment to both the environment and its charitable contributions to a variety of causes through the Pratt Foundation, the largest foundation of its kind in Australia.

Hartness International has long been recognized as one of the world's most innovative packaging solution providers. Headquartered in Greenville, SC, and with offices in Kleve, Germany and Mexico City, Hartness boasts more than 100 patents in over 20 countries.

Like Visy, Hartness is also a third generation, family owned business.