

## Mosca and Oxxo Partner to Develop Security Solutions for Convenience Store Distribution



In 2005, when Oxxo wanted to find a better way to securely close Totes that carry products from regional distribution centers to local convenience stores, they discovered Mosca strapping systems via a web search. After a successful trial that replaced manually applied cable ties with automatically applied polypropylene straps, they implemented the change by placing one fully automatic and one operator cycled strapper in each distribution center. Over the past 11 years, the partnership between the two companies and the size and sophistication of the application have grown many times over.

Oxxo is a division of Femsa, the leading consumer products company in Mexico. Femsa is well known as Coca Cola's largest franchise bottler, the second largest shareholder in Heineken, and owner of Femsa Comercio, a major retail chain consisting of Oxxo, plus several smaller retail and service station chains.

The first installation of Mosca strappers in Oxxo Distribution Centers included a fully automatic Model TR Series strapper that needed to put two straps on tote boxes at 20/totes/minute; and an operator cycled walk-up Model ROMP for strapping cold and frozen items. Because the daily schedule consists of

generating store replenishment orders during the day, packing overnight and delivery the next morning, the packing/strapping process is intense and reliability is at a premium.

The Mosca strapping systems have proven themselves over many years in a period of rapid growth for Oxxo. The handful of distribution centers in 2005 grew to 10 by 2010 with 16 active locations today and a plan to be operating 18 by year-end. The Distribution Centers serve over 12,000 local stores and about 9 million customers daily.

The strapping solutions have also evolved over the years. Now on the third generation of Mosca models, Oxxo is converting its systems to Mosca's newest bundling solution, the TR-6. The unit advances prior technology with a precision strap track, sealed bearing construction and the proprietary Mosca Sonixs ultra-sonic sealing system. Oxxo management acknowledges that the TR-6 has generated an impressive improvement in the already respected reliability of Mosca products.

Nevertheless, growth pressure leads to relentless pursuit of process efficiency improvement. In Oxxo's case, they now favor a tandem configuration for their fully automatic strapping lines. The tandem concept places two Mosca TR-6 Pro Sonixs strappers in series. The paired strapping machines can apply one or two straps and operate alternately or on an active/standby basis. In any case, if an active strapper faults, the other machine automatically takes over, providing failsafe continuity and making a demonstrably positive impact on throughputs. Given the small window that the DCs operate in, every downtime reduction has real value from both cost and service standpoints.

As the Oxxo business has grown, the Company has come to rely on its supplier, EAM-Mosca de Mexico, for not only their equipment but for the complete strapping system – strap, parts and technical service. Using the full range of EAM-Mosca products and services enables Oxxo to focus on their key processes, entrusting the strapping process to EAM-Mosca, the strapping specialists.

The Oxxo philosophy and the Oxxo-EAM-Mosca de Mexico relationship are summarized nicely in this translated excerpt from a letter of recommendation written by Oxxo's Chief Buyer, Amalia Gabriela Sepulveda Montemayor: "I widely recommend EAM-Mosca de Mexico as a supplier of all of our distribution centers nationwide for bundlers, strap, spare parts and technical service... This company has been fully satisfactory for us (Oxxo) based on ... consciousness of the importance of their systems to our operations and the excellent quality of the products that they offer."

The Femsa Group and Oxxo in particular are aggressive organizations with demanding performance requirements. EAM-Mosca de Mexico is justly proud of the success it has had in serving this key customer and of its ability to evolve strapping solutions to meet the company's growing needs. Oxxo's 9 million daily customers are appreciative of this fact as well.



EAM-Mosca Corporation provides high-performance strapping system solutions to a variety of industries, including food, graphic arts, mailing, fulfillment, logistics, corrugated, wood, and other industrial or consumer goods. We combine innovative equipment with strapping materials manufactured to maximize machine performance and customer support programs that help our customers to meet their performance and productivity goals.

To learn more about any of EAM-Mosca's other productivity enhancing strapping systems, please call us at 800-456-3420, or email us at [info@eammosca.com](mailto:info@eammosca.com). You can also connect with EAM-Mosca on YouTube, Twitter, Facebook and LinkedIn via the links above.