Maximizing Efficiency in a Brownfield Environment: How Alba and CRG Automation Delivered a Turnkey Robotic Palletizing Solution

CASE STUDY

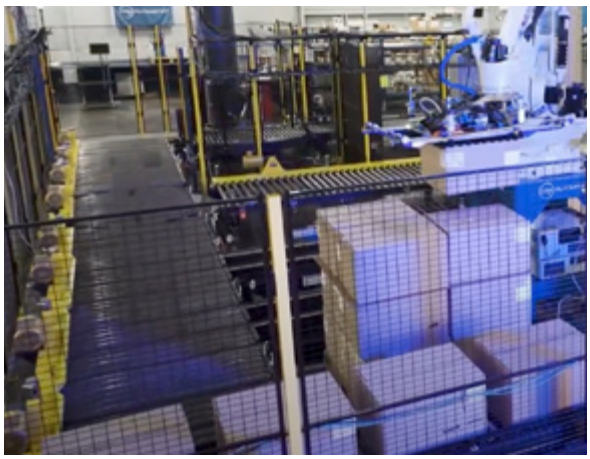


The Challenge

In today's competitive manufacturing landscape, automation isn't just a luxury—it's a necessity. For one global leader in flexible packaging, modernizing their palletizing process was a top priority. Faced with a highly manual operation that was inefficient, labor-intensive, and difficult to scale, the company needed a solution that would boost speed, enhance safety, and fit within the tight constraints of a brownfield facility. To bring this vision to life, they partnered with CRG Automation and Alba Manufacturing.

The Solution

CRG Automation is known for designing sophisticated robotic systems that solve complex operational challenges. For this project, they engineered a fully integrated five-station robotic cell that handled labeling, scanning, sorting, palletizing, and stretch wrapping. Designing this advanced



Solution *(continued)*

system within the existing facility footprint presented a unique spatial challenge. To overcome it, CRG needed a partner with proven expertise in heavy-duty pallet handling and custom conveyor integration. They turned to Alba Manufacturing.

Alba provided critical conveyor components for the project, including Chain Driven Live Roller (CDLR) conveyors, Thru-Frame Transfers, and Turntables. These solutions enabled smooth and reliable movement of stacked 40" x 48" GMA pallets—each weighing up to 2,100 lb.—throughout the robotic cell. The pallet stacks were transferred seamlessly to the end-of-line stretch wrapper, ensuring continuous operation and eliminating the delays often associated with manual processes.

But this project was about more than just moving pallets. CRG designed a system that elevated safety, performance, and intelligence. The robotic cell was equipped with video-based diagnostics and a custom HMI interface, making it easy to monitor and manage the entire operation. Meanwhile, the integrated labeling and quality assurance functions eliminated repetitive manual tasks, allowing the company to reallocate labor toward higher-value work. The result: a more ergonomic work environment and significantly improved operational efficiency.

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Solution *(continued)*

From an integration perspective, Alba's equipment arrived fully prepped—complete with pre-mounted photo eyes and transfer motors wired to junction boxes—eliminating time-consuming commissioning work. CRG praised Alba's ability to deliver not just quality equipment, but also a hassle-free experience that made system integration smoother and faster.

The impact of this collaboration was profound. The newly automated system is expected to generate millions of dollars in savings annually, all while improving workplace safety and ensuring consistent output. Most importantly, it demonstrated how two industry leaders—CRG Automation and Alba Manufacturing—could come together to deliver a smart, reliable, and space-conscious solution that exceeded expectations.

When asked why they value Alba as a partner, CRG didn't hesitate: reliable products, responsive service, and best-in-class lead times. It's a combination that turns complex problems into simple, scalable solutions.



For manufacturers seeking to automate end-of-line processes with confidence, Alba Manufacturing offers more than equipment—we deliver peace of mind. Learn more at www.albamfg.com or call 866.252.2634.