

Inventor of Kegspediter System Adds Turnkey Solution for Unsaleable Beverages

Satellite Logistics Group launches EcoBev solution for the collection, destruction and proper documentation of outdated and otherwise unsaleable product

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By Editorial Staff

Houston — October 5, 2009 — Beverage supply chain specialist **Satellite Logistics Group (SLG)** has rolled out a new turnkey solution for the collection, destruction and proper documentation of outdated and otherwise unsaleable product for the beverage industry.

SLG, inventor of the Kegspediter system, is positioning the new EcoBev solution as the first comprehensive national disposal solution that removes the administrative and logistical burden of collecting and disposing of unsaleable beverages.

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Under the EcoBev program, Satellite Logistics Group acts as a single, confidential point of contact for distributors, brewers and importers to provide an EPA-compliant method for collection and destruction of unsold product.

"The beverage industry, for a long time, has needed an efficient, economically friendly solution to disposing of excess beverage products," said Kevin Brady, president of Satellite Logistics Group.

"The EcoBev program is truly the industry's first complete automated solution to this problem. We understand our customer's needs for efficiency and confidentiality, which is why Satellite Logistics Group takes care of the retrieval and transportation of product to secure and confidential facilities for proper disposal and recycling."

The solution provider said that its technology team created proprietary software that "optimizes the synergies of the Kegspediter system," which is intended to provide a reverse logistics system that ensures the fast and efficient return of empty kegs. More than 1,400 distributors currently participate in the Kegspediter keg retrieval program.

"The EcoBev program, managed in tandem with the Kegspediter program, creates greater economies of scale, which leads to shorter collection cycles," SLG said in announcing the new program. By using the program, distributors benefit by having valuable warehouse space cleared to make space for revenue-generating product, the solution provider said.

In addition to providing a safe method of excess product disposal, EcoBev reduces the expense of "do-it-yourself" disposal (i.e., the transportation and landfill costs associated with throwing it in the dumpster) and offers a solution that captures typically unclaimed federal taxes, SLG said.

The EcoBev program is intended for use by all segments of the beverage industry, ranging from national importers and brewers to independent craft brewers and regional distributors.

The introduction of EcoBev accompanies the announcement of Satellite Logistics Group's other branded offering — LogiTrax — a suite of services designed to streamline shipping and freight management for small and midsize beverage producers and distributors.