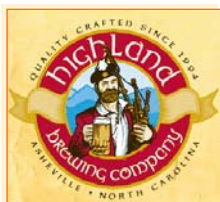




MobileAsset Brews a Successful Solution

A small business with growing pains



Highland Brewing Company is a rapidly growing brewery in the beautiful Blue Ridge Mountains. The company was founded in 1994 in the basement of an historic building. A growing number of unique brews soon led to increased sales and a need for more bottling machines. Today, Highland Brewing produces 65,000 barrels a year and has become a major supplier for the Carolinas, Tennessee and Georgia. In fact, sales are so strong that the company recently announced the opening of a new brewery that will more than triple its production.

The technical problem

While increased sales at Highland Brewing filled its plant with the constant roar of bottling machines, the company's asset tracking system fell behind. Oscar Wong, owner and founder, became frustrated with the loss of kegs. "We only charge our customer a \$10 deposit for each keg, but if that keg is lost we are out \$95," Wong said. "We tried to keep track of kegs with invoice sheets, but I knew that there had to be a better way." Even when Wong sent a monthly newsletter to distributors in hopes of reclaiming kegs, flaws in the company's tracking system limited effectiveness. Wong began to search for a solution that would put Highland Brewing back in control.



Wasp Technologies' MobileAsset Solution

Wong chose Wasp MobileAsset, an easy and cost-effective way to serve customers efficiently, while keeping tighter control of valuable assets. Wasp MobileAsset integrated a desktop computer at the brewery with a mobile data collector. For a small business like Highland Brewing, Wasp Technologies' MobileAsset solution requires a minimal investment, yet offers the ability to expand with the needs of a growing company.



- ▶ **INDUSTRY**
Food and Beverage
- ▶ **COMPANY PROFILE**
Highland Brewing Company, located in Asheville, North Carolina, is a privately owned brewery specializing in unique ales including its best-selling Gaelic and popular seasonal Cold Mountain Ale.
- ▶ **SITUATION**
With growth in production and sales, Highland Brewing Company needed an asset tracking system that could maintain an accurate database and reduce loss of inventory. The solution had to be cost-efficient, easy to install, user-friendly, and – most importantly – able to grow with the business.
- ▶ **RESULTS**
Thanks to Wasp MobileAsset, the company dramatically decreased its loss of inventory. With accurate data and no paperwork errors, Highland experienced an immediate payback on investment.

CASE STUDY



CASE STUDY

Wasp Barcode Technologies



MobileAsset Brews a Successful Solution

Immediate payback, thanks to new control over kegs



The portable device included in the Wasp MobileAsset bundle is used by Highland Brewing during the check-in and check-out process, ensuring that the company knows who has each and every one of its kegs. After Wasp MobileAsset was installed, the company saw a rapid improvement in keg returns and an immediate payback on investment. "Once our customers knew we took the guess work out of our tracking system, we quickly lowered our keg loss ratio. We now have accurate data, which gives us more credibility and eliminates paperwork errors," Wong said.



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