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 **actiw**
A JOLODA HYDRAROLL GROUP COMPANY

WORKING IN
PARTNERSHIP WITH

SVERDRUP
STEEL



**Sverdrup Steel streamlines
processes with automated
container loading**

"LoadPlate has transformed our operations—loading that used to take hours now takes minutes."

Mats Benson
Chief Operation Officer

introduction

Actiw, a subsidiary of The Joloda Hydraroll Group, recently installed its LoadPlate® semi-automated loading solution at Sverdrup Steel's new service centre in Denmark.

This case study explores how LoadPlate® has revolutionised their loading operations, improving efficiency, reducing costs, minimising product damage, and enhancing safety.





SVERDRUP
STEEL

the client

Sverdrup Steel is a global supplier of stainless steel and nickel-based alloys with over 30 years of expertise in materials technology. Known for quick delivery and high-quality standards, the company serves industries such as oil and gas, manufacturing, and renewable energy.

Their Stavanger headquarters houses the largest stock and service centre, specialising in high-performance materials compliant with stringent standards like NORSOK and IOGP. With certifications including ISO 9001, ISO 14001, and ISO 45001, Sverdrup Steel is a leader in quality and operational excellence.

In early 2024, the company announced its new 13,000 sqm service centre in Hedensted, Denmark, which will be fully operational by January 2025. Strategically located near Europe, Scandinavia, and the UK, the facility will streamline logistics, enhance alloy processing, and demonstrate Sverdrup Steel's commitment to innovation, sustainability, and exceptional service.

the challenge

Sverdrup Steel faced several challenges in their container loading processes due to the size and weight of their products, with some items weighing several tonnes. Loading these high-performance alloy materials was labour-intensive and time-consuming, often causing inefficiencies and delays. The process also posed safety risks, with personnel manoeuvring heavy goods using forklifts near other machinery, increasing the likelihood of accidents.

Beyond inefficiencies and safety concerns, maintaining product integrity was a critical issue. Previously, Sverdrup relied on forwarders or contractors at harbours for loading operations. Poor handling during this stage sometimes resulted in damaged goods, including exposure to adverse weather conditions. For instance, loading during cold Nordic winters and shipping across the equator often caused temperature fluctuations that led to moisture formation, damaging the steel products.



the solution

Sverdrup Steel prioritised product quality, but efficiency, safety, and reliability were equally crucial. To address these challenges, the company sought a system that could optimise loading operations while ensuring consistent quality and modern standards.

Actiw's LoadPlate® semi-automated loading solution emerged as the perfect fit. It allowed Sverdrup Steel to bring their loading operations in-house, gain full control of the supply chain, and seamlessly integrate the solution into their state-of-the-art facility.

To protect product integrity, Sverdrup installed the LoadPlate® system indoors under a controlled climate. This eliminated risks associated with weather exposure and temperature extremes, ensuring their high-value products are delivered in pristine condition every time.



"The reduction in labour and equipment costs has been substantial, and most importantly, we've improved safety standards, which is a top priority for us."

Mats Benson
Chief Operation Officer



system features



1. Rapid Loading:

Loads containers and trailers (20ft to 53ft) in under five minutes.



2. Preloading Capability:

Goods can be prepared in advance for immediate loading when containers or trailers arrive.

3. Versatile Design:

Suitable for indoor and outdoor operations, with no loading dock required.

4. Durability:

Built for heavy-duty use, handling loads up to 30 tonnes with a 20+ year lifespan.



5. Electric-Powered:

Runs on electricity, cutting energy costs and emissions.

6. Alignment Systems:

Ensures vertical and horizontal container alignment in under a minute

7. Custom Branding:

Sverdrup Steel's system features their logo, reinforcing their innovative image.



8. Single-Operator Efficiency:

Operated by one person, reducing labour needs.

the benefits of implementation

The introduction of LoadPlate® has transformed Sverdrup Steel's loading operations, delivering substantial improvements in efficiency, safety, and cost savings.



1. Quicker Loading Process:

The loading process, which once took hours, now takes under five minutes, significantly improving vehicle turnaround times and streamlining supply chain operations.



2. Reduced Costs:

Labour costs have been cut considerably, as the system requires just one operator and eliminates the need for forklifts or external contractors. LoadPlate®'s electric operation also reduces energy costs and environmental impact.

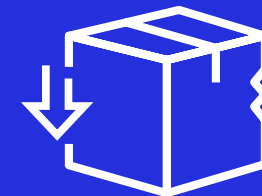


3. Improved Safety

Safety has improved drastically. By reducing the need for personnel near heavy machinery during loading, the system has minimised the risk of accidents.

4. Better Loading Environment:

Loading indoors under a controlled environment has been another game-changer, protecting goods from adverse weather conditions and temperature fluctuations.



5. Eliminated Product Damage

Its precise, automated operation has nearly eliminated product damage, addressing a major pain point with traditional methods.

Sverdrup Steel's products now consistently arrive at their destination in perfect condition.

With these improvements, LoadPlate® has become an essential part of Sverdrup Steel's operations, allowing them to maintain their reputation for quality while enhancing efficiency and safety.

the feedback



Mats Benson
Chief Operation Officer,

Mats Benson, Chief Operation Officer at Sverdrup Steel, shared his thoughts:

"LoadPlate has transformed our operations—loading that used to take hours now takes minutes. The reduction in labour and equipment costs has been substantial, and most importantly, we've improved safety standards, which is a top priority for us."



Andrii Bichik
Automation Loading Expert

Andrii Bichik, Automation Loading Expert at Actiw, added:

"It's always rewarding to see how our solutions have supported Sverdrup Steel's new Danish service centre, improving safety and operational efficiency with innovative technology."

conclusion

The installation of LoadPlate® at Sverdrup Steel's service centre highlights its transformative impact on container loading operations. By addressing inefficiencies, reducing costs, and enhancing safety, LoadPlate® has optimised workflows and reinforced Sverdrup Steel's position as an innovative industry leader.

For logistics and warehouse managers worldwide, LoadPlate® is a proven solution that ensures efficiency, reliability, and safety in loading operations.



if you have any questions, please get in touch!



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Joloda Hydraroll Ltd (Head Office)

1 De Havilland Drive, Liverpool
L24 8RN, United Kingdom
+44 151 427 8954
hello@joloda.com

Joloda BV (European Office)

De Hulst 13, 5807 EW, Oostrum
Venray, The Netherlands
+31 478 501 059
info-nl@joloda.com

Joloda Loading Automation (USA Office)

PO Box 4820, Wilmington
North Carolina, 28406, USA
+01 910 791 2125
brett.murrill@loading-automation.com

Joloda Hydraroll SAS (French Office)

1 Cour du Havre CS 50101
Paris 75008, France
+33 7 81 41 99 00
france@joloda.com

Joloda Japan K.K. (Japanese Office)

606 Eiwa Oike Building, 436 Sasaya-cho,
Nakagyo-kuKyoto 604-8187, Japan
+81 0050 6875 6422
japan@joloda.com

Joloda Brasil (South American Office)

Rua Da Imprensa, 150-A, Jardim Terceiro
Centenário, 12944-720, São Paulo, Brazil
+55 11 98330 3333
jkanawati@joloda.com

Actiw (Head Office)

Linnatie 11-13
FI-76850 Naaräjrv, Finland
+358 207 424 820
info@actiw.com

Actiw (Indian Office)

R-40 1st Floor NDSE-II
New Delhi-110049, India
+91 9820506190
subhash.mishra@actiw.com