



Pallet Parka

Hop Reveolution
New Zealand

CASE STUDY



OVERVIEW

Hop Revolution, based in Nelson, New Zealand are the growers and exporters of some of the finest and rarest hops in the world. After harvest, Hop Revolution packages their hops for distribution throughout the world to be used in craft beverages.

Hop Revolution's launchpoint for distribution in the United States is based out of Boise, ID, where they are stored in temp controlled warehousing until the time comes for transport. These hops are very prone to spoilage when exposed to prolonged periods of heat or violent spikes in temperature. Temperature fluctuations can affect their smell notes and the overall quality of the final product of brewed beer.

When faced with the unpredictability of dry LTL transit times or the high costs of refrigerated LTL options, Hop Revolution turned to the Pallet Parka for a trial run at maintaining and protecting the products core temperature. Dry LTL pricing was \$393, Pallet Parka was \$269. Reefer LTL was quoted at \$1179.



HOW IT WORKS

INSULATE

Temperature controlled to shelter your product from heat or freeze damage throughout transit.

PROTECT

Fastened with over 700 sq inches of velcro connections to safely secure your products through domestic and international travel.

ADJUST

Designed to accommodate a multitude of freight heights ranging from 24 inches to 70 inches tall.

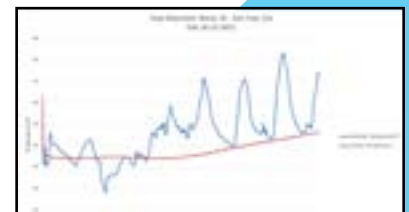
REUSE

Constructed with four modular pieces that can be folded for return parcel shipping and reused for multiple shipments.

RESULTS + CONCLUSION

46.2°F PEAK TEMPERATURE OF THE PRODUCT	9 day transit SPENT OUTSIDE OF TEMPERATURE CONTROLLED AREAS	ZERO LOSS DURING TRANSIT
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The Pallet Parka was able to deliver 100% of the hops, with zero loss, while maintaining a consistent temperature below 50°F over 9 days in transit. Delivered at thier freshest state.



"Wow! This data is incredible. I honestly would have never thought they would have worked that well. Just goes to show how easily overlooked one leg of the hop's journey is. I can't wait to throw these hops into a beer to confirm that they are as good as I remember. Just goes to show how much thought and care is going into these hops."

"The hops that were delivered using the Pallet Parka are some of the best we've ever smelled."
John Montes De Oca - Bare Bottle Brewing