



Pallet Parka

Unusual Holding
Japan

CASE STUDY

- INSULATE**
- PROTECT**
- ADJUST**
- REUSE**

OVERVIEW

Unusual Holdings, based in Tokyo, Japan, partners with top name American brewers to import the most sought-after Craft beer and wine. The challenge for Unusual Holdings is to provide its Japanese customers with the beverage at its highest quality, as if it were being served freshly in the local taproom.

During previous journeys, there was always a gap in providing temperature controlled transportation. This occurred while the beverage sat on the departure terminal tarmac and at the arrival port awaiting customs. All combined, there were 4-5 days where the product sat outside of a temperature controlled storage or transportation.

To overcome this gap, the team at Brew Movers (www.brewmovers.com) utilized the Pallet Parka to preserve the desired temperature, as its insulation barrier limits convection and radiant heat exposure.



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.

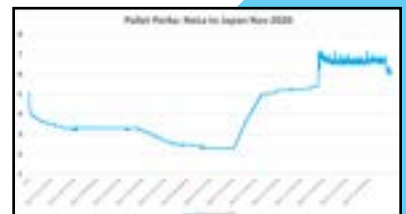
RESULTS + CONCLUSION

6°C
PEAK TEMPERATURE
OF THE PRODUCT

7+ days.
SPENT OUTSIDE
OF TEMPERATURE
CONTROLLED AREAS

ZERO LOSS
DURING TRANSIT

The Pallet Parka was able to deliver 100% of the beer, with zero loss, while maintaining a consistent temperature below 6°C. These fuited sour beers were delivered at its freshest state.



“We experienced zero product degradation, and all-round customer satisfaction - delivering taproom-fresh, quick-to-market beers...”

Pallet Parka is a game-changer - revolutionary, statistically proven, results-measurable solution; and delivers above and beyond the most stringent requirements of every brewery we represent in Japan.”

Tim Yew, Unusual Holdings - @beerstory-online