

CLEVELAND BROTHERS

Boosting Capacity 5X with Smarter Conveyor System

The Challenge

Cleveland Bros faced mounting problems with their legacy conveyor system. Replacement parts were difficult to source, breakdowns were stalling productivity, and the controls system was obsolete with no supplier support available. Demand had also grown from 800 lines per day to more than 4,000 lines per day, leaving the old system unable to keep up.



Project Snapshot

Old System:

- Designed for 800 lines/day 20 years ago
- Legacy controls, no support
- Frequent breakdowns and lack of parts availability/support
- Dependent on failing air compressor
- Very loud with high energy rollers

New System

- 4,000+ lines/day (w/Capacity to scale)
- UPS-backed controls integrated with Accenture WMS
- Air-free operation
- Safer conveyor with low-energy MDR rollers
- Customized workstations + put walls
- Redesigned accumulation loop for higher throughput

Timeline & Implementation

- Full system removal and replacement in 3 weeks + 1 week testing
- Continued operations with min. disruption

The Solution

Lift Automation replaced the outdated line-shaft conveyor with a modern Motorized Driven Roller (MDR) system from MHS, designed to deliver efficiency, flexibility, and resilience. The system introduced 90° double-sided and 30° single-sided transfers, eliminated the need for compressed air, and simplified equipment design to reduce repair complexity.

Lift Automation transformed our operation. The new system didn't just meet demand—it positioned us for future growth.

Tammy Richards, Cleveland Brothers Warehouse Manager

The project included a Pendant Automation controls package with UPS backup, customized workstations, and put walls tailored to the customer's operations. The system flow was redesigned to support higher volumes, and downtime risk was minimized through more streamlined equipment.

Project management was a key factor in success. Lift Automation developed a plan to remove and replace the system in just three weeks, while ensuring minimal impact on day-to-day operations. Startup and testing were completed in one week using live orders to validate real-world performance.

Engineering Innovation

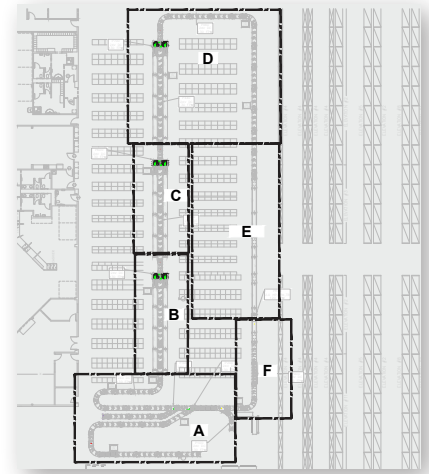
Engineering changes went beyond simply replacing equipment. The system flow was reversed to create a much larger accumulation loop before the packing stations, giving operators more flexibility and throughput capacity. MDR rollers were selected to eliminate the need for compressed air, reducing system complexity and lowering maintenance costs.

Simplified equipment design also virtually eliminated the possibility of long repair windows. Each element was chosen to minimize failure points and maximize uptime, ensuring the conveyor could meet today's demands while remaining adaptable for future growth.

Project Execution

Execution was planned and managed with precision. Lift developed a detailed timeline that allowed the legacy conveyor to be removed and replaced in just three weeks—without halting operations. Crews coordinated installation around active picking, ensuring orders continued moving even while equipment was being swapped out.

Startup and testing were handled with live orders, not simulations, which gave Cleveland Bros confidence that the system would perform in real-world conditions. The final transition to the new system took just one week, and on-site project management ensured the install team, automation controls, and warehouse staff worked in sync throughout the process.



The Results

The new conveyor system immediately improved performance, efficiency, and safety. Noise reduction made the work environment significantly more pleasant, boosting employee morale while also lowering fatigue. Power consumption dropped, uptime increased, and the new controls package provided a tested recovery plan for outages. Cleveland Bros gained a system that not only meets today's needs but also positions them for continued growth.



5x Capacity Increase

From 800 to 4,000+ Lines per Day, With Room to Scale Further



Built-In Reliability

UPS Backup Ensured Seamless Recovery After a Real Outage



Improved Safety & Morale

Significantly Quieter Conveyor
Improved Safety and Morale

Talk to One of Our Automation Experts About Your Next Project!



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