

Case story | VLT® FlexConcept®

# Danfoss **saves time and money** with VLT® FlexConcept® at Fairlife

3

VLT® OneGearDrive® variants only, to minimise spare parts and installation costs

[vlt-foodandbeverage.danfoss.com](http://vlt-foodandbeverage.danfoss.com)

## The first packaging lines – and the next

Danfoss North America (NAM) sales team has delivered the first VLT® FlexConcept® solution for Coca-Cola in North America. Coca-Cola has commenced production of a new milk protein drink called Core Power, in a dairy production facility owned and operated by Fairlife in Coopersville, Michigan.



Danfoss NAM has supplied a VLT® FlexConcept® solution for three packaging lines at the Coopersville facility. Each line uses approximately 60 pieces of the VLT® OneGearDrive® and the VLT® Decentral Drive FCD 302 respectively.

The Fairlife project is the first VLT® OneGearDrive® installation within Coca-Cola NAM bottling. Coca-Cola is so impressed with the Danfoss VLT® FlexConcept® solution, that Danfoss NAM has also been awarded a new can line for Coca-Cola Refreshments plant in Cincinnati, Ohio.

## Everyone is a winner

To secure these packaging lines, Danfoss NAM utilized a Danfoss Food & Beverage PUSH / PULL strategy, providing savings to both the equipment builder Descon Integrated Conveying Solutions, and the end user Fairlife.

## Savings in installation process

Jeff Philpott, Descon: "The VLT® Decentral Drive FCD 302 has saved Descon time and money, for we can utilize the I/O connection of the FCD 302 and reduce analogue I/O block. Node connectivity is very expensive. Any additional Ethernet switches and I/O blocks add so much more cost, more wiring and more time to install."

"The additional digital and analogue I/O provided by Decentral Drives FCD 302 offers Descon and our customers the ability to add field sensors without adding major cost. Alternative suppliers did not support this feature."





**The Danfoss VLT® FlexConcept® solution provided a competitive advantage over our rivals. The hygienic design of the VLT® OneGearDrive®, paired with the VLT® Decentral Drive FCD 302, pushes Descon ahead of our competition technically.**

**Jeff Philpott**  
Applications Group Manager  
Descon



“Descon can also deliver major savings for Coca-Cola in time, labour, and installation costs. Descon can install the conveyor with very few resources. With the FCD 302 decentral solution, there are no additional costs incurred for local electrical contractors.”

**Streamlined hygienic design**

Fairlife Maintenance Manager Robert Cunningham was highly impressed

with the clean, hygienic design of the VLT® FlexConcept® solution: “The VLT® OneGearDrive® has no fan or bleeder valve, which is ideal for our dairy plant.”

Danfoss VLT® FlexConcept® offers a second advantage for Fairlife: the very limited number of spare parts required for the plant. Descon only required three VLT® OneGearDrive® variants and two Decentral Drives FCD 302 variants for all three bottling lines.

Many thanks for the excellent local support given to Descon by our sales partner Davis Controls. Davis was instrumental in securing this project order.

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