

Smoov ASRV Srl

THE WAREHOUSE REVOLUTION SERVING THE TRACEABILITY AND THE CONTROL OF THE PERISHABLE PHARMACEUTICALS

Putignano (Bari)-Italy, 15th March 2010 – **Smoov ASRV Srl** will launch to the operators of the pharmaceutical sector the homonym **smart warehouse system**, totally innovative in terms of features and technological solutions, which offers the unique intelligent, flexible and scalable solution for the automation of warehouse operations.

Roberto Bianco, President and CEO of Smoov ASRV, will participate as speakers in a seminar which will take place within the “**Innovation corner**”, the meeting point of technological and creativity excellences, insights and business opportunities, open to all exhibitors who produce innovation.

“ For a reality as Smoov ASRV is strategic to take part in an exhibition of such prestige, where we have the possibility to show to potential users our unique solution which fits perfectly to their storage requirements and goods characteristics, since both traceability and control of the perishable nature of the drugs is fundamental”, declares the President and CEO of Smoov ASRV.

The system, developed after several years of study and research by the two brothers **Roberto** and **Graziano Bianco**, is based on radio-controlled vehicles, the ASRV (Automated Storage and Retrieval Vehicles), compact and hi-tech, designed to be able to agilely move directly onto the racks sliding horizontally over appropriate guides and shifting vertically by using automated lifts, in case is needed to reach different storage levels.

Thanks to these peculiarities, Smoov ASRV is able to adapt itself to the dimensions and architectural characteristics of the pre-existing logistics physical structures, thus enabling the implementation of automated warehouse systems, even in situations otherwise considered impossible.

Smoov ASRV Srl has been founded in 2009 as **ICAM srl** spin-off company, based in Putignano (Bari). It aims to redefine the intralogistics sector through a clear and perspective market vision, in which the ability to offer flexible, scalable and high customizable solutions, represents the real competitive advantage. **Smoov ASRV** introduces a brand new product category and promotes a new business model based on the creation of a network which sees the involvement of all the supply chain players as partners who collaborate dynamically to achieve shared objectives. In this way it is encouraged the pooling of knowledge, the specific contribution of each subject to the innovation process and also to the developing of system customization and adaptation to the market requirements.

For further Information:

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