Transforming Barilla

07/10/2019 Inside the world's largest pasta factory.

Barilla wants to align its twenty-eight production sites worldwide to Industry 4.0. To this end, Porsche Consulting assisted the long-established company with a pilot project at the world's largest pasta factory: Barilla's headquarters in the northern Italian city of Parma. Robots, automatic guided vehicles, and real-time data are the cornerstones of pasta production here—but people are the decisive factor. "Porsche Consulting's approach is a perfect fit for us, because it focuses on people," says Antonio Copercini, Chief Group Supply Chain Officer.

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Title: Barilla, 2019, Porsche Consulting GmbH
Subline: Production is largely automated. Robots and driverless transport systems handle the packaging processes

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Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart