

POWER COUPLES

SALES SUCCESS STORIES

DISTRIBUTORS AND MANUFACTURERS JOIN FORCES FOR SALES SUCCESS

Fowl Play at Lift Solutions

When Lincoln Poultry, a complete food service distributor located in Lincoln, Nebraska, was building a new facility, they contacted several companies to submit pallet rack and layout designs. Among those was **Lift Solutions** (Omaha, NE), whose warehouse equipment team put together an initial design. Based on that information, Lift Solutions was chosen as one of the finalists.



Analysis by UNEX Manufacturing resulted in the installation of multiple types of storage equipment at a poultry facility.

analysis program, which helped determine that a combination of carton flow, selective pallet rack and pushback would be the best solution for the application. Once the types of storage equipment were determined, it was up to Lift Solutions to complete the design. All told, the installation was for 2,233 lanes of Span-Track carton flow lanes, some 9-inch and some 12-inch. Plus, there were 840 bays of SK3000 pallet rack from Steel King Industries.

The sale was completed in December 2006, and the final installation was finished by the on-site general contractor in March 2007.

Lift Solutions knew that to win the project, they'd have to go above and beyond the competition's offer. "We offered to go through the entire warehouse and manually count and measure every single SKU to determine what storage system was best for each product," Warehouse Engineer **Brian Drelicharz** recalls. "The customer liked the sound of that, which really is what helped turn the decision in our favor."

Lift Solutions' warehouse equipment team and **UNEX Manufacturing's Rich Stokes** spent more than 300 man-hours counting and measuring each SKU in dry storage, coolers and freezers. The process wasn't always easy. "One time we were in the freezer and our machine got affected by the cold. We had to re-enter about two hours' worth of measurements, which isn't fun when you're in a freezer. But in the long run it was worth it," Drelicharz says.

The findings were sent to UNEX President **Brian Neuwirth**, who entered the data into Unex's SKUBE

- **DISTRIBUTOR:** Lift Solutions Inc.
- **MANUFACTURER:** UNEX Manufacturing
- **SUMMARY:** Manual counting of inventory helps determine proper storage solution.