



Shuttle Pallet Racking to cater 50,000+ Soft Drink Retail Outlets

Case Background

Our client is a consumer centric manufacturer, sales & distribution organization that markets the products & brands of one of the household name in soft drinks and non-alcoholic beverages.

Its sales jurisdiction is spread over approximately 80% area of West Bengal, India. The client's passion of refreshing the customer with its value proposition has made it an authorised bottler for one of the world's best beverage companies.

With this passion of providing refreshment, the organization today caters to millions of customer everyday via 50,000 retail outlets in eastern India. The ever-growing reputation and consumer driven approach of our client inspired them to further strengthen their distribution muscle with the manufacturing attached state-of-the-art finished goods warehouse which can serve their ever growing customer base.

Challenges

Conceptualizing a warehouse which will become the distribution hub for 50,000+ retail outlets required correct understanding of the operational and environmental parameters. The warehouse was located in Eastern India which falls under Seismic Zone III.

This warehouse being the hub for entire distribution network needed to be equipped and designed with safe warehousing practices. After having done the detailed study of the client's need, we proposed an earthquake resistant pallet racking system design.

The major intra-logistics operational parameters which needed to be addressed while envisioning the facility were:

- Earthquake resistant racking system
- Maximum Cubic Space Utilization
- Organized Material Flow
- High throughput to meet market demand

- Adherence to Health & Warehousing Safety Norms
- Adherence to Environmental Norms

Solution

The major highlights of the storage solution proposed and provided by us are as:

Products Installed & Capacity

1. Shuttle Pallet Racking
13884 Pallet Positions

Key Highlights of the Solution

- Fully utilizing valuable vertical space with storage up to height of 10.3 meters
- Efficient layout for material, equipment and personnel flow.
- Material Movement according to First In First Out (FIFO) principle
- SKU & Batch wise access for the storage area
- High throughput to cater to ever-growing market demand
- Side Mesh Guards to enhance safety
- Front Safety Rails to prevent MHE from hitting the racking system

Godrej Storage Solutions Advantage

- Seismic resistant design of shuttle pallet racking system
- Optimum space utilization in the warehouse
- Better illumination in the warehouse for efficient operation
- RoHS compliant pallet racking system, hence , environment friendly
- Pallet racking system designed as per International Guidelines



For More Information, please contact:

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