

Zanders Finds Efficient Warehouse Solutions through Raymond

For Zanders Sporting Goods, located in Sparta, Ill., material handling solutions have played a key role in the company's ability to maintain positive relationships with its U.S. firearms dealers. Zanders relies heavily on its material handling solutions and the efficiency of its warehouse operations — especially because it offers same-day shipping and rapid special orders to its more than 22,023 customers.

In an effort to streamline its material handling operations and better accommodate increased product demand from its dealers, Zanders consolidated a number of its facilities into one location in 2010. It also implemented narrow aisles to increase its storage capacity, so the company needed to re-evaluate its lift truck fleet and how it moved products throughout the warehouse. With goals of shipping orders out faster, reducing product damage and decreasing the number of times products are handled, the company began working with Heubel Material Handling, Inc., an authorized Raymond Sales and Service Center.

With the help of Heubel, Zanders was able to save space by implementing an integrated carousel system, a fleet of *Raymond ReNewed™* electric lift trucks and a wire guidance system for lift trucks in its very narrow aisles. Zanders also adopted a maintenance and service plan for its lift trucks and carousel system to increase lift truck uptime and better manage its fleet. As a result of these plans, the company was able to complete dealer orders at a faster rate and reduce product damage, increasing efficiency by 20 percent to 30 percent.

Optimizing the Warehouse Space

Having recently installed narrow aisles, Heubel added a number of *Raymond®* lift trucks, orderpickers and *Raymond Swing-Reach®* trucks to store and pull product from its very narrow aisles more efficiently. Also contributing to Zanders' ability to rapidly store and move its products was the company's pallet racking system, which maximized space and warehouse operations. As an additional benefit gained by these efficiencies, Zanders was able to streamline its number of daily shifts, and is now running one shift per day with a total of six operators.



“We were able to expand our customer base and deliver products at a faster rate...[and] **increase our bottom line.**”

Stefanie Zanders-Key
General Manager, Zanders Sporting Goods





A horizontal carousel system and conveyers were laid out to complement Zanders' orderpicking and storing process. The intuitive design and layout has given Zanders an organized order fulfillment system and storage solution, saving the company crucial time and resources.

Additionally, with the installation of the Raymond *intelliguide*™ Digital Wire Guidance System, Zanders was able to allow operators to steadily transport products down narrow aisles by electronically engaging a guide wire on the warehouse floor. This addition decreases the possibility of collisions or product damage, and enables operators to focus on handling the load and picking orders instead of steering.

Eco-Performance

Implementing *Raymond* lift trucks into the fleet offered another added benefit for Zanders: Eco-Performance. Prior to establishing a new lift truck fleet, the company was primarily using lift trucks that required fuel to operate. By working with Heubel, Zanders replaced most of these lift trucks with electric trucks built with ecological and economical benefits in mind.

Unmatched Maintenance Service

To achieve its goal of streamlining its lift truck maintenance needs and reducing any downtime related to its lift truck fleet, Zanders incorporated

a comprehensive maintenance plan through Heubel that provides a certified service technician who handles equipment issues and performs scheduled maintenance. The maintenance plan gives Zanders the unique advantage of planning maintenance sessions, allowing lift trucks to stay in operation when needed.

Efficiency Creates Happy Dealers for Zanders

Since the implementation of its *Raymond* fleet, the company has noted increased productivity levels by as much as 40 percent, decreased downtime, a more streamlined maintenance process and reductions in product damage. These benefits not only help Zanders run more efficiently, they also enable the company to better serve its dealers.

"Our customers have always come first for us, and in order to serve their needs, we knew we needed to re-examine the way we moved our product throughout the warehouse," said Stefanie Zanders-Key, general manager for Zanders. "With the various trucks and services installed in our new facility by Heubel, we were able to expand our customer base and deliver products at a faster rate. We now move more product, pull more orders and ship more orders in a given day. Most importantly, we were able to increase our bottom line."



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