

UNEX CASE STUDY



customer: Overton's

operation: A leading retailer of apparel, water sports, marine, hunting and boating accessories

goal: Add a large number of additional pick slots to support rapid growth in the apparel category

solution: SpeedCell from UNEX



Leaving the Competition in its Wake

Overton's adds thousands of SKU locations to its existing facility with SpeedCell from UNEX

Riding the Growth Wave

The world's most extensive watersports and marine accessories dealer, Overton's began by selling water skis out of a local grocery store in Greenville, North Carolina, in 1976. The company now provides an expanded selection of over 100,000 boating and water sports products worldwide.

Overton's faced multiple issues with their previous storage solution. Wear and tear on their bin boxes, poor cube utilization, and improperly sized pick locations did not support growth in specific categories. Order pickers had to use ladders or get on their knees to reach the back of the bin boxes. They needed a large number of additional pick slots to support their desired rapid growth in the apparel category and needed them quickly!



Same Floor Space, More Pick Locations

Overton's installed 112 SpeedCell bays within their 267,000 square foot facility, which added 219 locations in each bay, resulting in 4,380 locations per aisle, 17,000 locations total.

The implementation of SpeedCell has not only increased SKU locations but also reduced footsteps. Workers no longer need to crawl and climb ladders to reach for products, increasing productivity, and saving a significant amount of time.

Overton's added thousands of SKU locations with SpeedCell while still utilizing the same warehouse footprint, and ultimately improved efficiency by 20-30%. The number of pick locations also increased by 150%, compressing the amount for floor space required, allowing Overton's to delay significant site alterations. SpeedCell also increased the number of orders pulled per day per employee, allowing them to put off hiring additional staffing.

Space Optimization Leads to Business Growth

Storage density and labor optimization allowed Overton's to improve the SKU-selection & variety it can offer to its customers, which can be a critical differentiator in their industry.

UNEX delivered a solution for Overton's that maximizes space and helps a growing business keep pace with demand.



UNEX MANUFACTURING, INC.

800.334.UNEX (8639)

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