

Retail Distribution, Re-Racked

MORE SPEED. BETTER FLOW. ROOM TO GROW.



Background

When a leading regional Northeastern department store retailer set out to modernize its distribution operations, the goal was clear: **move more product, more efficiently, *without disrupting daily operations.***

The retailer turned to Lift, Inc., a Speedrack stocking distributor with coverage across Central and Eastern Pennsylvania, for local expertise and fast response. Working alongside the other project partners, Lift and Speedrack delivered the pallet racking systems behind a more efficient, streamlined distribution environment.

The result: **better product flow, faster throughput, and a distribution center built to keep pace with evolving fulfillment demands.**

The Challenge

LIKE MANY RETAILERS, THE CUSTOMER FACED INCREASING PRESSURE TO PROCESS AND DISTRIBUTE INVENTORY FASTER WHILE MAINTAINING ACCURACY AND SERVICE LEVELS.

THEIR EXISTING DISTRIBUTION CENTER INFRASTRUCTURE HAD SERVED THE RETAILER FOR YEARS, BUT GROWING ORDER VOLUMES AND CHANGING FULFILLMENT REQUIREMENTS MADE THAT DIFFICULT.

***The biggest challenge?
Upgrade the facility
while keeping product
moving.***



SPEED REGAINED



KEY FEATURES

Selective Pallet Racking

Accessible, flexible storage designed for a high-volume retail environment.

Optimized Storage Layout

Rack configurations designed to improve product flow, replenishment, and order fulfillment.

Integration Design

Storage coordinated with new conveyance and sortation systems for a more efficient operation.

Built to Perform

Speedrack's engineered rack systems brought the strength, durability, and flexibility required for a high-volume retail distribution environment.

More Storage. Less Aisle.

Transitioned to Very Narrow Aisle (VNA) to increase storage density within the existing footprint.

THE RESULTS

The modernized facility gave the retailer a faster, more efficient distribution environment with improved product flow, fewer operational bottlenecks, and greater capacity to meet changing demands. And the benefits weren't short-lived.

More than two years after installation, the system continues to deliver, helping the retailer move inventory efficiently, support employee satisfaction, and also provide flexibility for future growth.

Successful warehouse projects take more than great products. They take the right partners.

By combining Lift, Inc.'s local support and application expertise with Speedrack's engineered storage solutions, the team helped turn this distribution environment into one built for what's next.

