

## CASE STUDY: Phoenix-based Storage Equipment Systems works with WPSS to enable rapid growth of Southwest Distributor

A regional distributor of parts and maintenance supplies in the southwest U.S., possessing an impressive catalog of thousands of different products, was experiencing rapid growth.

Phoenix-based Storage Equipment Systems (SES) had helped the end-user with smaller storage projects to support that growth.

But one day, the end-user's CEO came to SES with his vision for the future growth of the company. The smaller projects would no longer help him; he needed to find a storage solutions partner with a vision as big as his own.

Ryan Wright, project manager at Storage Equipment Systems, shares, "We took him into a facility that we had designed for another customer. We showed him how we could facilitate his vision—specifically, how we would engineer the space for a future 2-level pick module.

This company already had a pretty good system before we came along, but we were able to show him things he didn't have – like an understanding of spacing above and below items that were being picked—shelf levels, as well as where to place the products closest to the conveyor.

When we were finished with the on-site tour, he turned to us and said, "I want my place to look just like this—I'm going to tell your competitors that we're going with Storage Equipment Systems."



Desiring to build a new facility that was three times larger than their current one, SES proceeded to update, enhance and create material handling efficiencies the end-user had never known in the past.

SES paid attention to everything—even the little things like work stations and carts; they took his spec

and customized it to give him what he needed to grow—not what he thought he wanted.

Ryan Wright, project manager at Storage Equipment Systems for this job stated, "Most shelving suppliers provide standard gray, but with Western Pacific, we were able to use a color that represented the brand of this company. The CEO was very happy and now proudly tells us how he enjoys taking his customers thru his new color-branded and highly efficient facility."

Ryan went on to say, "Western Pacific's original boltless RiveTier product is the premier boltless shelving product in the nation. They're very responsive to us; we trust them. We know they're going to make the project look like a million bucks."

Suppliers of material handling equipment and storage systems, SES prides themselves on supplying the correct equipment for the job. SES CEO Jim Radzik says, “When you consider that 65% of the cost of getting a product to market is spent on material handling equipment, efficiencies gained in storage solutions are where profits can be increased.”

Because their storage professionals survey the storage-application site and bring over 42 years of experience to their customers, Storage Equipment Systems has thousands of satisfied customers and countless successful projects.

Western Pacific’s CEO, Tom Rogers, added, we enjoy supporting companies like SES; our engineers work side-by-side with SES engineers to create a storage solution that serves the end-user’s efficiency goals well for years and years.”



WPSS’ Southwest regional sales manager, Scott Hebert, pointed out that the RiveTier product contributes to the profits of its installers, by reducing installation costs by 30-40% over bolted shelving. With its boltless connections, assembly is quicker, easier and RiveTier has no small parts to misplace.



**We welcome your inquiries.**  
Contact Valerie at **909-451-0303**  
or visit us online at **www.wpss.com**

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