

TriFactor Solution

Case Study

SPIRAL CONVEYOR, RACKING, SHELVING AND CONTROLS

Company Description

Based in Hollywood, FL, BrandsMart USA is a major discount retailer of consumer appliances and electronics in the southeast, with five locations in Florida and three in Georgia.

Situation

During store hours, the Miami facility had a problem replenishing the "Pit," a recessed area in the center of the store where all of the fastest moving items are purchased by customers. Prior to implementing TriFactor's solution, BrandsMart employees had to navigate back and forth with product from the adjacent warehouse to this high-traffic area of the store in order to replenish the shelves. This was an inefficient use of employees and slowed down replenishment, creating an unsafe situation.

Assessment

Working with BrandsMart USA, TriFactor's engineers determined how to best utilize the store's existing space, both in the warehouse and on the retail floor. It was decided that given the space to work in, avoiding disruption in the retail area was a priority.



An improved system was needed to get more product from the warehouse to the center location of the store as quickly and safely as possible.

Solution

TriFactor's engineering team's analysis determined that using the space above the retail area was the most cost-effective and efficient solution. Racking, shelving and a 150-foot, 24-volt motorized driven roller (MDR) zero pressure accumulation conveyor was installed, which moved product from the warehouse through an opening in the upper wall of the retail store. From there, the product exited on to a 30-foot spiral conveyor above the Pit area, delivering product directly to a glass-enclosed area on the sales floor.

System Summary

Company:

BrandsMart USA

TriFactor Provided:

Concept Engineering
Final Design Engineering
Product Selection
Procurement
Installation
Training

Size:

Five stores between 70,000 square feet and 100,000 square feet

Facility Type:

Retail Store

Products Handled:

Appliances and Electronics

Markets Served:

Consumers

Completion Date:

Doraville, GA- Aug. 2004

Miami, FL- July 2005

Cobb County, GA- Oct. 2005

Stockbridge, GA- Oct. 2006

South Dade, FL- Oct. 2006

Products Utilized:

24-VDC Motorized Driven Roller Conveyor

Pallet Rack

Shelving

Controls

24-VDC Motorized Driven Roller Spiral

(over)



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Result

The TriFactor team completed the project on time and on budget. The new system greatly improved throughput, in some instances as much as 400%. Labor was also significantly reduced, allowing three employees to do the job of the original five or six workers. By eliminating employees and equipment traveling on the retail floor, customer safety improved. The overall store appearance was also greatly enhanced by the new system. BrandsMart USA was so pleased with the results that the spiral conveyor system was installed in two more stores in South Florida and three in the Atlanta area.



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