

# Press release



the storage system

## **META is planning SE-Center for the Zander group: Individual and functional rack design**

**Arnsberg, October 10th, 2008. For more than 100 years, the name Zander in the building equipment stands for excellent service and best quality. The medium-sized specialised wholesale trade with its head office in Essen and more than 53 SE-Centers for craftsmen and commercial end consumers, is an important place to go with regard to product purchasing. The comprehensive range comprises electrical appliances via heating and health products. In order to appear more customer-friendly on the market with its branch in Essen, the full line provider decided end of 2006 to extend and reorganize the showroom. Furthermore Zander generously extended the neighbouring central warehouse to ease the surrounding SE-markets. Together with the storage system producer META-Regalbau, the specialist wholesaler has developed innovative concepts for the warehouse as well as for the showroom. In cooperation META and the Zander group have meanwhile realised 12 projects altogether.**

Due to the extension of the central warehouse by approx. 3,600 square meters at the site in Essen, a distribution center of a total of 14,000 square meters has been built directly next to the SE-market. The warehouse stock mostly comprises five to six and a half meter long tubing of copper, iron and plastic, heaters, palletised cables as well as cable drums. For an optimal storage of the products META supplied the cantilever racks META MULTISTRONG® as well as the pallet racks META MULTIPAL®. A special challenge for the warehouse design was that all products should be operated with only one control set, a four-way forklift. Today eight regional Zander-centers are supplied from the

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extended central warehouse. The supply of the so-called satellites is done "by night", i. e. the lorries are loaded in the evenings and drive during the night so that they can mostly reach their destination without any traffic jams. The racking measures could have been realised within only two months at running production.

According to the legal regulations, a complex concept for fire protection has additionally been realised: The warehouse has rack systems with grid levels where the fire water could run through in case of fire, a sprinkler system as well as air pipes and heat evacuation systems.

## **SE-center is convincing due to transparency**

For the conception of the SE-market there was a central requirement: An optimal presentation of the goods and maximal transparency at the same time. "In order to be able to evaluate the products with regard to their usage frequency, we made an ABC-analysis in cooperation with Zander. "Thus we got best preconditions for a perfect warehouse planning", remembers Herbert Kloepfner, who cared for the Zander group for many years until his retirement as area manager at META-Regalbau. Additionally it was a big advantage that the responsible technical representative from META had a good product knowledge in sanitary facilities and building equipment.

After various planning works, an ultra-modern SE-center could have been realised.

The focus of the innovative market concept is a counter complex of 25 square meters. In the check-in and check-out area up to four employees can work at the same time, so that a very good and quick customer service is guaranteed. On a storage space of a total of 2,000 square meters, the customers of the famous specialist wholesaler find everything they need for the daily successful building equipment

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business. The products are stored in the META shelving systems META CLIP<sup>®</sup> with dividers and bin fronts, customised tool racks as well as META MULTIPAL<sup>®</sup> pallet racks for the sanitary ceramics. The META MULTISTRONG<sup>®</sup> cantilever racks for the storage of up to 6 meters long tubes were arranged in a way that they could be fed from the inside and the goods been taken from the outside without any problems. These particularly precious goods are within a wire housing which also has an access from the outside and inside. If a customer requires a product from this range, an employee will go with him to the parcelled sector and scan the goods. Afterwards the customer can take the chosen product.

The SE-center has been integrated into the concept of the central warehouse for fire protection. „With the construction of the Zander SE-center we have proven once more that META is a competent and reliable partner also in the sector of the retail market equipment “, Kloeppner luckily explains, who has been enjoying his well-earned retirement since June 30th of this year after he had worked approximately 30 years for META Regalbau.

The European producer for innovative storage solutions META-Regalbau develops, produces and sells shelves, pallet-, cantilever- and mobile rackings which can be combined with customised system solutions. From the first idea via the project planning and the customer service up to the start-up of the corresponding rack system, META always offers its customers sophisticated complete solutions.

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