

# Press release



## **Car dealer Rosier counts on META-storage technique: Luxurious rack system for the logistics center**

**Arnsberg, April 3rd 2008. For already 80 years the name Rosier stands for excellent service with regard to car purchase and maximal garage service. In 21 cities of North Rhine-Westphalia, Lower Saxony and Schleswig-Holstein, the famous multi-brand trade offers his customers first-class vehicles as well as automobile services. The car city Rosier in Arnsberg in the German region called "Sauerland" has the second largest site of the company here with Mercedes-Benz and six other brands. Core of the center which was completely renovated in 2002 is amongst an automobile showroom with integrated cappuccino bar a service area equipped with the most modern garage technique for cars, transporters and lorries. The flexible storage design of the rack system producer META Regalbau once more inspires the management of the car dealer.**

Imbedded in the car city Rosier in Arnsberg is the Mercedes-Benz three-storey logistics center of 1,250 square meters. The design of the warehouse allows three direct receptions. From each counter area, the employees have a direct access to the fast moving products, i. e. high usage volume items. "The past years showed that it makes sense to adapt in particular the fast moving products every half year. Due to the flexible META system, this is possible without any problems", explains Bruno Mayer who is responsible for Service and logistics of the whole Rosier group with its headquarters in Menden. The short ways characterize the warehouse. The strong light transfer of the system provides a lot of transparency into the hall and reduces the electricity costs, since there is no need for lighting during the day.

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## Module design

In the modern logistics center spare parts and automobile accessories are stored. The multi-floor META CLIP® shelving system is equipped with 600 and 800 mm deep shelves of the first-class shelf generation META MULTI STABIL® // MS 230. These have been produced customised with regard to boring and labeling according to the Mercedes-Benz specifications. In the main warehouse the storage room with lockable cupboards is integrated: In the separate storage room is in addition to the META CLIP® shelves a lockable cupboard for first-class accessories like navigation systems, radios and car phones. Due to the uncomplicated META modular construction system, Rosier could regularly adopt the racks without any problems to the modified requirements. Ulrich Krause, department manager logistics Sauerland explains: "The system is alive. We always make little changes and especially in this regard the META-system is brilliant: Due to the module design of the shelving systems, they can be adopted easily to our requirements."

## Dynamic rack system

Another focus of the logistics center is on the professional storage of tyres. In the so-called "Tyre hotel" of the logistics center which has been realised in 2002, 1,000 customer tyres are actually stored in a manually mobile META rack system. Approx. 80 percent of the Rosier customers use the service of the professional tyre storage. Thus the valuable storage room in the garage at home can be used otherwise. Initially it was planned to store new and used tyres in the rack system. When these became too small because of increasing customer

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inquiries, Rosier could integrate the new tyres without any problems in the first level of the manually mobile shelving system due to the flexibility of the system. The dynamic rack system offers by one third more storage space in comparison to the static system. The innovative Rosier tyre hotel continuously quickens the interest of the experts and is frequently visited by guests from abroad and from Germany. In the car center Rosier, META has created an ideal logistics center for the automobile branch which still fulfills maximum demands six years after its completion.

## **80 years competence**

The history of the Rosier group started with the car rental founded in 1927 by Heinrich Rosier in Menden. In the thirties already, Rosier started with the multi-brand trade and concluded contracts with big car brands. Today the Rosier group sells vehicles of 14 automobile producers, including the core brand Mercedes-Benz. The headquarters of the holding company are in Menden, a German region in the "Sauerland". 1,400 employees, thereof 118 in Arnsberg, fulfill the high demands of the Rosier customers with 47 services. Due to the greater customer proximity, the Rosier group prefers sites in rural areas.

The European producer for innovative storage solutions META-Regalbau develops, produces and sells shelves, pallet- 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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