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**big delays,  
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# The Unified Social Networks



As the ProMat expo approaches, we are reminded of a unique opportunity to merge two networking methods into one cohesive practice. Not only is our industry embracing and utilizing social media, but tradeshow are increasingly becoming the flashpoint in which industry professionals make the initial connection that social media nurtures.

With each new LinkedIn account, network community or web-based business, our world is made smaller, more instantaneous and connected. At ProMat, we are introduced to tactile products, shown how they work and encouraged to network with industry contacts. Merging the three, Interlake Mecalux maintains a continuous practice of contact with clients, distributors and industry personnel. Furthermore, what has led us to such tremendous growth will also be that which sustains it.

This is what excites us most about melding the ProMat showcase with social networking: the cohesion of human interaction with technological ease. It is a careful and imperative balance; one that by maintaining, will ensure we forge an unmatched place in our industry. The expansion of our social media footprint must coincide with the engagement of personal interactions. Informal run-ins, shared jokes, shop talk and handshakes have long represented the way in which we get connected. Adding social media is how we will stay connected.

Every two years ProMat exhibits over 700 industry leaders, reminding us of our industry's larger picture, reigniting our innovative drive, and motivating us to expand the reach of our products and services across the international landscape. Those steps all begin with singular connections to people, connections imperative to the continued growth of Interlake Mecalux.

Javier Carrillo  
Vice President  
Interlake Mecalux



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# New Technology: MTO

Interlake Mecalux recently introduced the MTO into their line of unit load single-mast stacker cranes. The MTO incorporates functions from both very-narrow-aisle (VNA) turret truck systems and automated storage and retrieval systems (AS/RS). As a result, this hybrid unit can meet the usage needs and budgets of warehouses that want to foray into automation to increase their productivity.

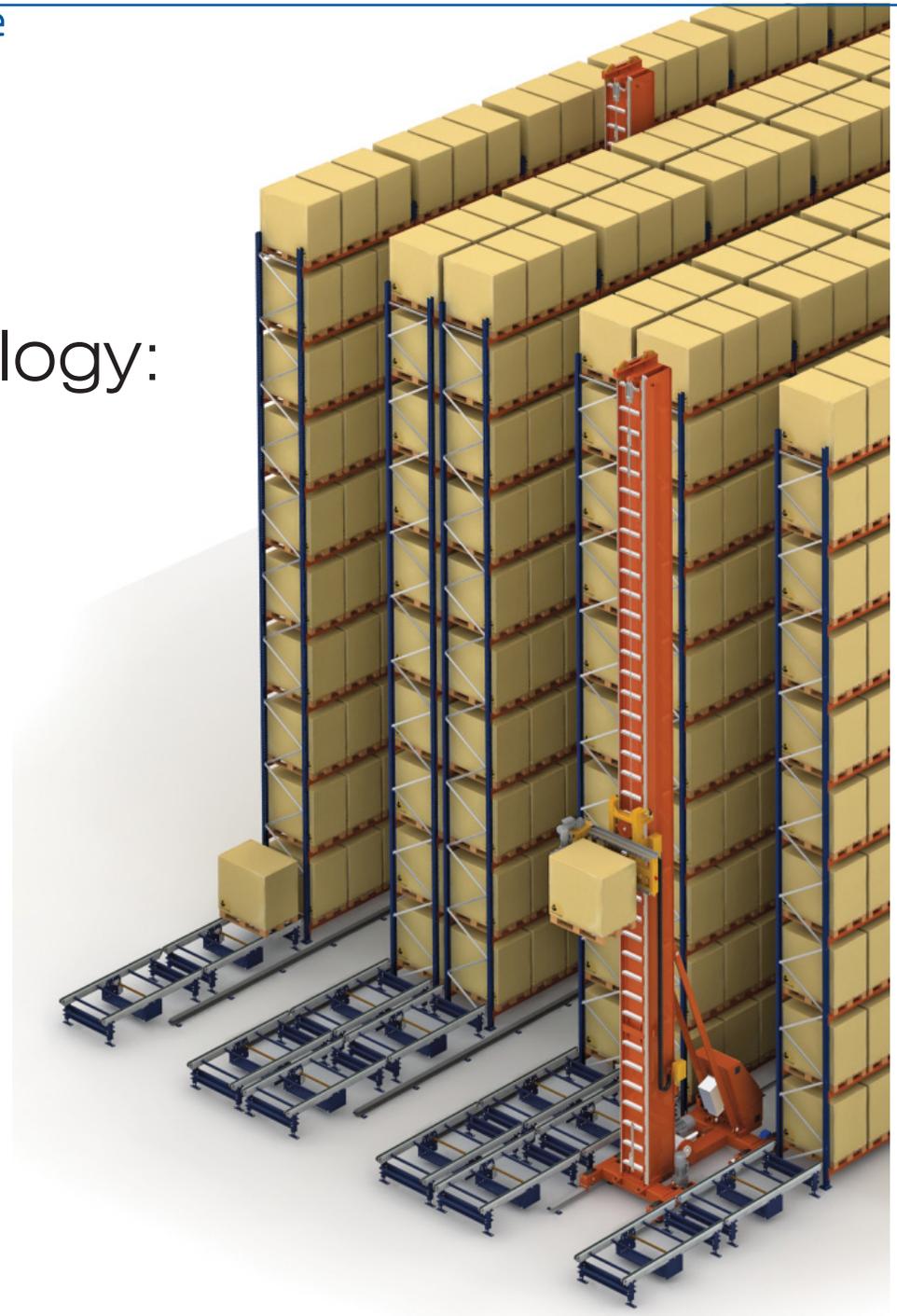
Since the MTO is a type of crane for an AS/RS, it shares many of the standard benefits of an AS/RS, including optimized productivity, full automation, low operating costs, safety, the narrowest aisle requirements, plug and play operation, and stress on guide rails instead of the rack. Many of the parts come pre-assembled which can improve installation times and provides greater quality control. Operations of the MTO are controlled and scheduled by the Interlake Mecalux warehouse management software, EasyWMS.

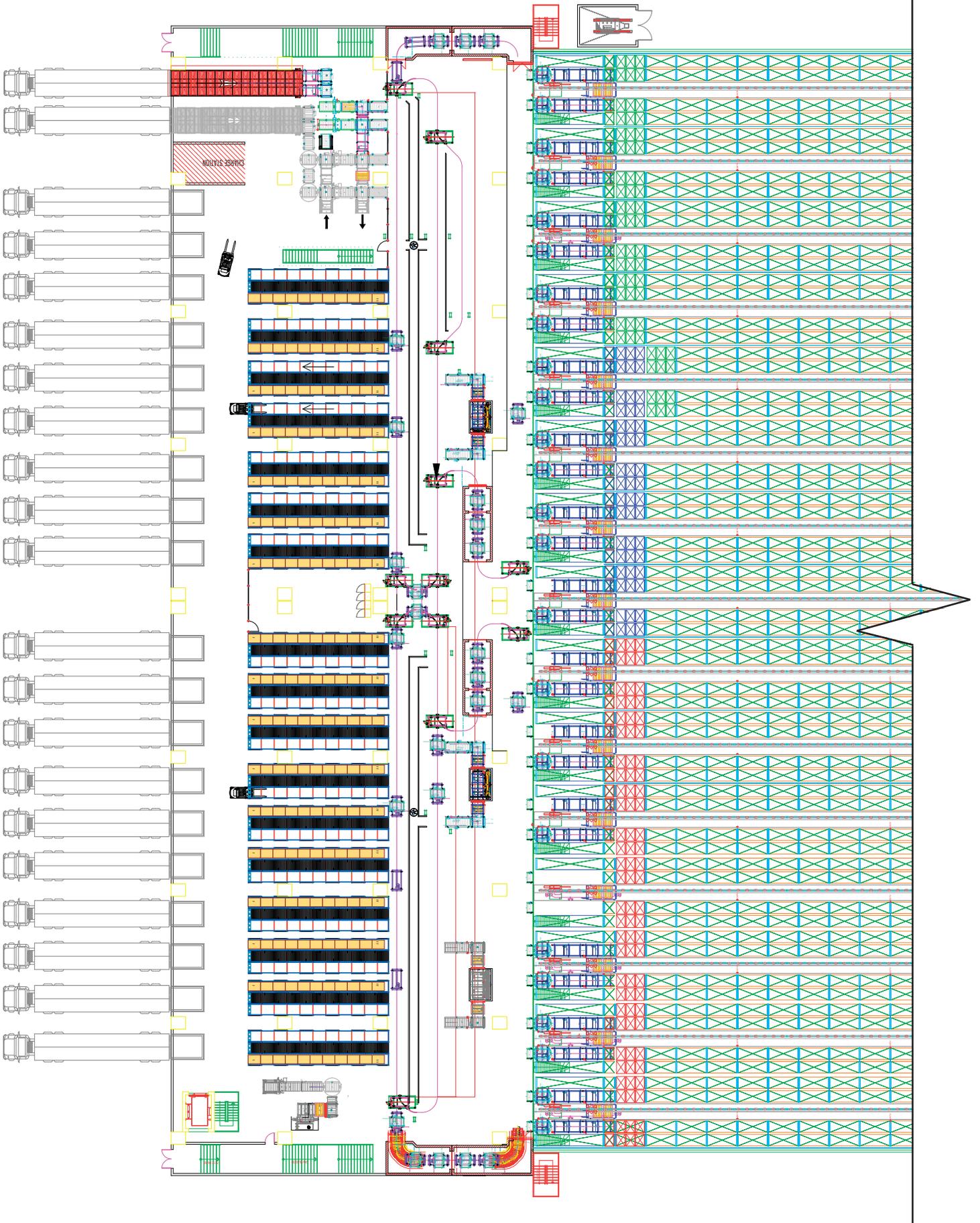
The MTO is available in heights from 15 to 50 feet and can be customized to fit any single deep rack environment within that range. The minimum picking height is four inches above ground level. In a front-of-aisle configuration, the MTO can operate at ground level or in conjunction with a conveyor. Similar to a VNA turret truck, 180-degree swivel reach allows for movement of pallets from one side of the aisle to the other and pallet extraction from a rack system into a loading or picking area at the front of the aisle.

The MTO base is comprised of two guide rails with two wheels on each side. The resulting base is wide enough to eliminate the need for a top rail system. Guiding wheels at the base of the chassis also prevent the MTO from falling off of the track. Other safety features include an enclosed working aisle, emergency shutdown, and security keys.

In some cases, an MTO may be more cost effective than a new VNA turret truck. The cost savings of a

conventional AS/RS can be realized within years of operational efficiency, whereas the cost savings of an MTO are immediately apparent in its upfront investment. Compared to a standard AS/RS, the MTO has a lower unit cost and, with no top guide rail, the design reduces installation time. The MTO brings innovation and affordability to the AS/RS market.





# World's largest logistics platform unites Mecalux with household products titan

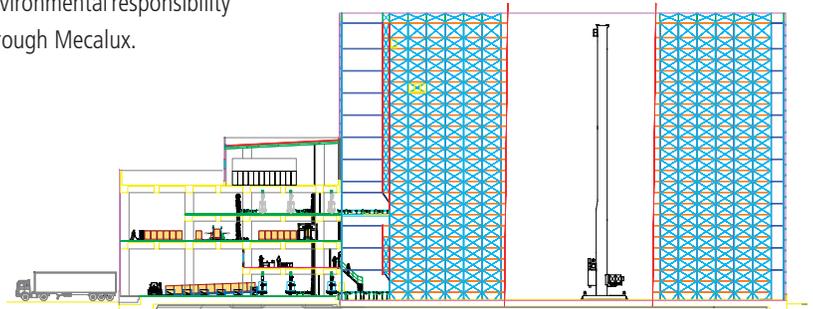
The slogan "Innovation, Automation, Optimization" originated with Interlake Mecalux, but clearly resonated with Hayat Cleaning and Health Products Inc., one of Turkey's largest household product companies. In what will be one of the highlights of this year's production schedule, Mecalux will integrate these three characteristics into a complex, 150-person logistics warehouse installation project.

Hayat is among the most trusted brands in Eastern Europe and Asia, and in so being, has found optimized and hyper-safe warehousing to be a corridor to success. Originating from tightened construction requirements enacted after the Izmit earthquake of 1999, Hayat marched through an arduous vetting process looking for the most proactive company to design and install what will be the largest logistics platform in the world. Although Hayat felt most comfortable with Mecalux's solutions-based calculations and flexible installation accommodations, it was visiting the company's production plant in Poland that fully affirmed Hayat's faith.

The 41,000 square foot logistics warehouse will be fully integrated with the pre-existing, earthquake-proof 771,000 square foot monolith of technological bravado located off the Izmit-Yalova Highway in Northeast Turkey. The massive capacity of the existing factory can handle 220 truck shipments and 900 stock pallet exits and entrances per hour, totaling about 600,000 pallets moved every month. While the manufacturing capacity of the facility is impressive, the scope of the installation is most noteworthy.

Exporting to over 52 international outlets, Hayat has achieved its success by both investing in customer satisfaction and relentlessly advancing workplace efficiencies and innovation. This impending installation includes a fully integrated infrastructure, cogeneration capabilities, mezzanine units and enough stacker cranes to allow for company growth through 2020.

Hayat has remained proactive in leveraging maximum efficiency and environmental responsibility into a position of market leadership; a position sustained, in part, through Mecalux.





## Big Delays Cause Short Deadlines in Brenham

*ESS Group provides an Archive and Record Storage solution for Advanced Data Storage.*



After more than a year of delays in obtaining permits and building construction, Advanced Data Storage (ADS) had a very tight deadline to complete their \$4 million data storage facility in Texas. ESS Group, the material handling and storage supplier chosen for the project, coordinated the installation with the general contractor to ensure the building was completed on time.

On April 1, 2010, ADS broke ground on their new 57,000 square foot warehouse in Brenham,

Texas. It was the culmination of an idea that began in 2007 in the wake of Hurricane Katrina. When the aftermath of this national disaster was realized, with over 1,800 deaths and \$81 million in damage, the team at ADS realized they needed a better plan and a better storage solution.

Seismic Exchange, the parent company of ADS, was founded in 1975 in New Orleans, Louisiana. As a full service national seismic data marketing company, they own over 1.85 million miles of off-shore and on-shore seismic data - seismic data that must be stored

digitally and in print. Initially, ADS outsourced all data storage to third-party warehousing, but after Katrina, it recognized the importance of moving away from rented coastal storage and owning their own inland data storage facility.

ADS purchased nine acres of undeveloped industrial property in Brenham and began the process of selecting their vendors. From the beginning, ESS Group stood out from the rest, not only providing ADS with quotes for 2- and 3-level systems but also space utilization studies. As a result of elevation constraints within the building, ESS Group

# “This was a fast-track project, especially for the large volume of rack we installed.”

soon realized the 3-level system would not work. The final design was for a two-level rack-supported archive and record storage system, including a 40,000 square foot mezzanine, vertical reciprocating conveyor, and mezzanine safety gates.

ESS Group worked to coordinate their installation schedule with the general contractor and the final building construction trades like the plumbing and electrical contractors. According to Jeff Ross, President of ESS Group, “We offered to do the project in stages so we could allow the contractor to make his substantial completion date.” Ross and his team came up with a four-phase installation schedule and a timeline of one and one-half weeks per phase. Their goal was to have all 80,000 square feet of rack up within six weeks.

Faced with an extreme installation schedule, Ross and the team at ESS Group decided to reduce lead times by producing the handrails, stair supports and equipment barriers in their own shop and in the field. To ensure the bar grating was installed according to the design, they created a complete drawing of the pre-cut bar grating. This provided the crew with a map for installation.

“This was a fast-track project, especially for the large volume of rack we installed,” Ross said. The fully functional multi-level document storage system was completed on schedule and opened on time due to the hard work and dedication of Ross and the ESS Group.



## Technical Details

Number of bays:	681
Frame specs:	36”D & 48”D x 13’H
Beam specs:	120”
No. beam levels:	8
Height of rack:	21’
No. aisles:	18
Aisle width:	36”, 42”
Tunnel unit size:	13’ wide
Capacity:	2,160 lbs/beam level
Area racked:	40,000 ft <sup>2</sup>
Year installed:	2010
Location:	Brenham, TX

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## A Perfect Fit: *Finding a WMS Partner*

*Selecting a WMS solution is about investing in a partner, not a just a technology.*

**D**evelopment in the WMS market has exploded in the past few years with options for SaaS deployments, increased integration of labor and transportation management systems, and the widely-debated topic of choosing between a best of breed WMS and an ERP with WMS add-on functionality. As products become more tailored to fit customer requirements and competition stiffens, the vendor selection process is becoming increasingly difficult.

Business needs are usually defined at the outset of a WMS purchasing process and are typically met by the product. Many WMS products can now be customized to fit any warehouse, but the qualities of a WMS provider can't be changed overnight. You can customize a WMS, but not the company you buy it from.

## “ You can customize a WMS, but not the company you buy it from.”

Rather than a solely product-based approach of delineation, WMS selection should also rely on the characteristics of the firm itself. Word-of-mouth marketing can go a long way. The selected vendor must have a positive reputation and an indication it has helped other companies achieve warehouse efficiency. Also, ask for references from previous customers. Get to know the WMS installation process or methodology and the strengths and weaknesses of working with the vendor.

Ensure the WMS company will still exist when tech support or a software update is needed. How long has the WMS vendor been around? What are its current and future goals? Will it be able to support your current operations and plans for growth? According to the May 2010 issue of Logistics Management magazine, many shippers are currently looking to upgrade their systems since their WMS systems may have been installed during the 1990s. A WMS usually has a 10- to 15-year lifecycle. The WMS provider should have sufficient financial strength to support your company's growth and supply chain evolution for any number of years.

Supply chains are becoming increasingly complex in an effort to optimize ship times and costs. To save on upfront costs, some companies are avoiding full customization and searching for a solution that adapts to their warehouse operations. Concerns about working with a young firm may be absolved if it has a strategic focus on product development. Software updates should support a developing company until an upgrade is necessary.

WMS providers should furnish certifications for technology partners like Oracle, SAP, and Microsoft. Partner collaboration leads to faster conflict resolution and assurance that its staff has a high level of expertise in WMS system integration. Education and ongoing support is typically offered to partners so they can learn and employ current best practices.

An intimate knowledge of a customer's industry may be required during the configuration of a WMS. Moreover, multi-lingual capabilities of both the software and vendor may be necessary if a WMS will be installed in multiple countries. Specialization in an industry or geographic region is learned knowledge which cannot be bought. WMS vendors with industry insight may implement more efficient systems, save on installation time, and save money in both the short and long term.

Choosing the right WMS vendor is as critical as selecting a new staff member or partner in a supply chain. Allow ample time to work through the vendor selection process while paying attention to the characteristics of the firm. By modifying the WMS search process to include vendor quality assessment, companies will further refine the process and find a better fit for their warehouse management needs. WMS providers work alongside businesses in their effort to further extend product value and help companies generate more revenue by optimizing operations and mitigating unnecessary costs. It is necessary to find a vendor who can work more as a business partner, rather than a product pusher.



Education promoted alongside  
products in expanded  
showroom headquarters



To better showcase its growing collection of innovative storage solutions, Mecalux recently remodeled and expanded the gallery showroom of its Barcelona headquarters. In addition to conventional storage solutions, the remodeled showroom is designed to more fully demonstrate a variety of automated products ranging from mobile bases to robotic storage units that utilize the company's EasyWMS® management software.

The technical sales team has also expanded in order to better guide customers through their appraisals of both light and heavy shelving units, a full array of

cranes, mezzanine structures, mobile bases, conveyors, vertical lift modules and self-supporting structures using radio shuttle carts.

Perhaps the most developed part of the gallery is its private spaces. Each space is accommodating to Mecalux's retraining programs for partner companies and technical courses for engineers, IT professionals, and logistics experts. In addition to the private spaces, the showroom also features a contemporized auditorium fitted with fully integrated video conferencing, webinars, and 3D imaging capabilities.



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# Green Light: *Warehouses*

*Small steps today, big steps tomorrow*

**T**he focus on environmentally-friendly warehouse initiatives has increasingly proven to be the difference between a good facility and a great one. Green warehouses are not only beneficial to the environment, but also for warehouse owner budgets. From initial machine design to utilizing warehouse space more effectively, the potential to bridge the gap between green awareness and green action is endless.

The time for companies to sell these initiatives themselves has passed; now is the time to sell their ability to integrate these initiatives. This distinction is important, as we've already entered a field embracing eco-friendly design; the job now is to comfortably and affordably bring everyone into the fold.

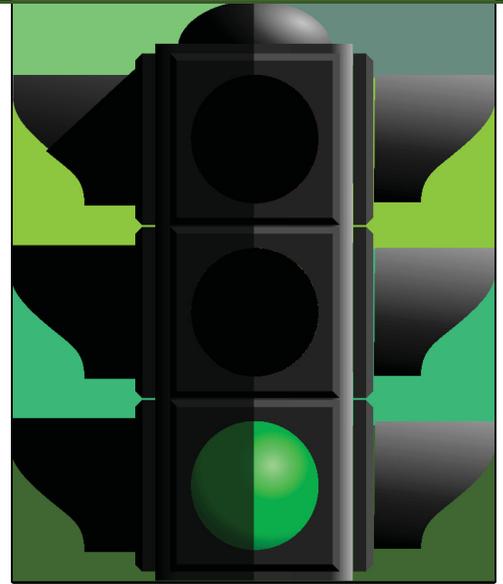
Convincing warehouse employees to recognize the importance of thinking and acting green is difficult but not impossible, especially if initiatives are introduced systematically. Start with small changes like recycling. Increasing the number of recycling bins available in the work environment and encouraging warehouses to reuse packing materials will likely yield an immediate cut in expenses.

Reduction of electricity and heating costs are also simple solutions. Hand out company-purchased cold weather clothing and turn the warehouse temperatures down. Also, install sensor-controlled lighting in less-used warehouse areas, or keep lights off altogether during down times.

After demonstrating a mastery of the simple stuff, hit warehouse employees with revised handling options. Updated conveyor systems use fewer motors, suck up less horsepower than outdated models, and increase profitability. Industrial motors consume more than 60 percent of electricity used by U.S. industry and about 20 percent of the United States' total electricity each year. In addition, evaporative coolers cost half as much as air conditioners to install and use a quarter of the energy. Sleep modes on conveyors and eco-friendly fluorescents will save weeks-worth of energy per year. And ergonomic floor plans will go a long way toward compelling employees to forgive you for turning down the warehouse heat.

If in-house initiatives have all been conquered, perhaps it's time to move to a new house. Don't be afraid to examine the benefits of changing production sites and moving closer to major transportation arteries. By decreasing the approximation between the warehouse and travel thoroughfares such as highways, seaports and airports, fuel consumption and shipping costs may be decreased substantially enough to justify site relocation.

Ultimately, not every warehouse owner is positioned to switch out antiquated conveyors, install alternative energy solutions, or relocate entirely, but the sooner they illustrate that small changes can enact large profits, the better the bottom line will be for everyone involved.





## ProMat 2011: Streamlining Supply Chain Solutions

*Inside the material handling and logistics industries' largest trade show.*

**P**roMat, the expo, launched in 1983 to provide material handling and logistics solutions. It will continue to improve upon its tradition March 21-24 at Chicago's McCormick Place. The event, originally known as the National Material Handling Show and sponsored by the Material Handling Industry of America (MHIA), shines as the industry's premier showcase once every two years.

Formed in 1948, MHIA consists of over 800 member companies and is the largest material handling and logistics association in the US. These companies represent one of the largest and fastest growing industries in North America. According to the Department of Commerce and Bureau of Labor Statistics, sales of material handling and logistics equipment and systems exceed \$156 billion each year and the industry employs over 700,000 workers. MHIA members are leaders in providing material handling and logistics solutions and education, manufacturers of material handling and logistics equipment systems and software manufacturers, consultants, systems integrators, third party logistics providers and industry publishers. All of these companies support MHIA's mission to "deliver exceptional value to our Member companies, their customers and other industry constituents in order to promote the growth and prosperity of their organizations and our industry."

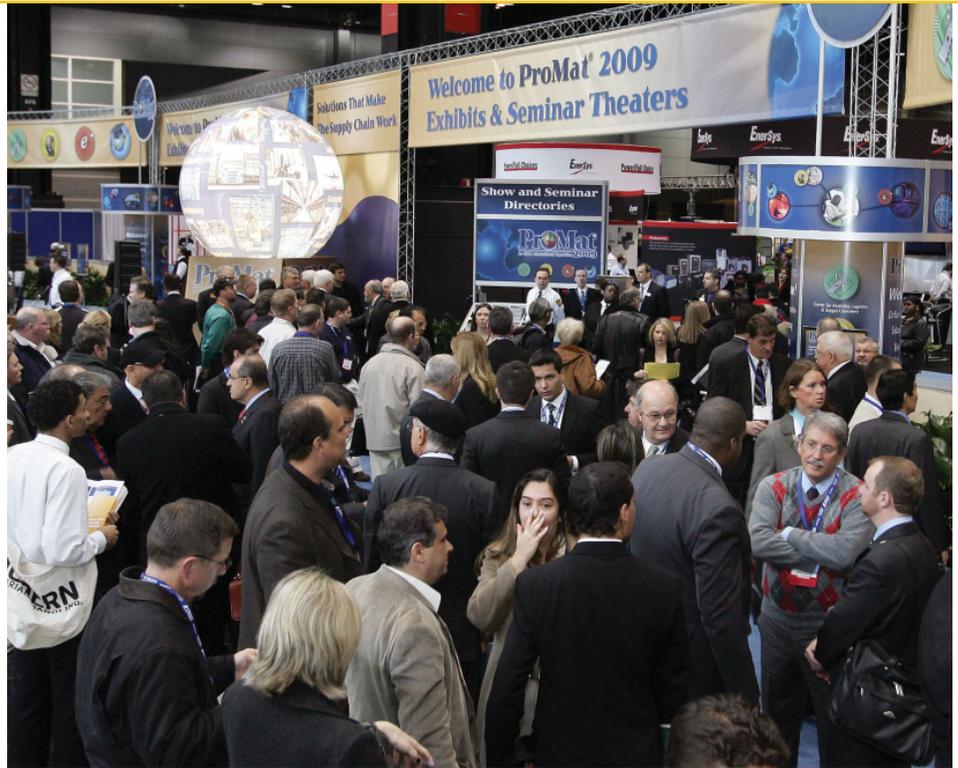
In 1957, MHIA sponsored the first industry trade show, then known as the Material Handling Show. Tom Carbott, Vice President of Sales and Events for MHIA, describes how the show was conceived: "The members felt that the products and solutions that they offered needed an event that would allow them to showcase their solutions to the industry professionals in manufacturing, assembly, warehousing and distribution." From 30,000 square feet and 89 exhibitors in 1957, the show has since expanded

to 300,000 square feet and over 700 exhibits. In 2010, ProMat 2009 was ranked number 61 on Trade Show Executive's Gold 100.

One reason for ProMat's ongoing success is its strategic location: Chicago. Two thirds of all US manufacturing, distribution, and warehousing happens within 500 miles of the city. Three essential factors of the show's current success, Carbutt says, are "the quality and diversity of the solutions being showcased by the exhibitors, the total experience provided by MHIA to both exhibitors and attendees, and the value received in exchange for the time and resources invested by both exhibitors and attendees."

The ProMat show floor has 50 equipment categories and is organized into three solution-specific centers: Manufacturing and Assembly Solutions, Fulfillment and Delivery Solutions, and Information Technology (IT) Solutions. Several new products will be unveiled at the show, including RFID, racking and automation. Another solution is a warehouse management system(WMS), which cuts costs, improves efficiency, and provides companies with the ability to increase sustainability. Live demonstrations of WMS and other solutions can be seen at the show.

ProMat is designed to provide productivity solutions with the help and resources of new, innovative technology. Running in tandem with the exhibition, MHIA is hosting an educational conference which will allow attendees to learn about the solutions the exhibitors are presenting. Eighty educational sessions will be addressing topics like "Storage equipment – selection, application and use considerations" sponsored by the Storage Equipment Manufacturers Association;"It's time to automate – how much is right for you?" sponsored by the Integrated Systems and Controls Council; and "The five core elements of a world class WMS project" sponsored by the Association of Professional Material Handling Consultants. Additionally, there will be two afternoon Educational Tracks. On March 22, host Dan Boos will be discussing "The people side of the supply chain," and on March 23, host Steve



VISIT INTERLAKE MECALUX IN BOOTH #2012 AT PROMAT THIS YEAR. THEY WILL BE SHOWCASING SEVERAL AUTOMATED SOLUTIONS AS WELL AS CONVENTIONAL PALLET RACKING SYSTEMS. STOP BY FOR A LIVE DEMONSTRATION OF ITS WAREHOUSE MANAGEMENT SOFTWARE, EASYWMS.



Thomas will cover "Sustainability, the supply chain and their future together". The HUB is literally at the center of it all. Located in the center of the ProMat show floor, it offers many informational and educational opportunities for attendees.

This year, the show is co-located with Automate 2011. Automate, which has been held every other year since 1977, will showcase live demonstrations in automation technologies, robotics, vision and motion control.

"If attendees see a fit with their needs," Car-bott said, "this is something we will do more of going forward."

With two shows comes two keynote presentations. Opening the show on March 21 with a keynote titled "Fortune Favors the Brave: The Net Gain of Supply Chain Security in a Risk-Based World," is

speaker Tom Ridge, First Secretary of Homeland Security and Distinguished Statesman. On March 22, a presentation titled, "The Development of Robonaut 2: A story of Government-Industry Collaboration and Technology Transfer" will explore how NASA and General Motors are working together to develop the next generation of robots for the automotive and aerospace industries.

In 2011, the preparation for increasing demands is as relevant as the movement toward green initiatives. Car-bott believes our biggest challenge for the future lies in ensuring "we have the necessary resources to respond to customers' demands." Attendees and exhibitors will be provided the opportunity to examine, discuss, and find answers to these issues and much more at ProMat 2011: Solutions That Make The Supply Chain Work.



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- Maximize efficiency and flexibility
- Cut costs
- Speed time to market
- Reduce your carbon footprint

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## Uncommon Distribution

*From ground-breaking green initiatives to unique project management solutions, DAK Equipment & Engineering transforms the material handling industry.*

**U**nconventional problem solving is a skill that Dave Kenealy, Owner and President of DAK Equipment & Engineering, has put to use many times since he started the company 16 years ago. From making his first sales call to installing a system on the top floor of a Chicago skyscraper, out-of-the-box thinking is the norm at DAK. What really matters, Kenealy says, is they “listen closely to their customers’ expectations and use every resource they can to meet them.”

**Innovative Solutions.** Early on in his career, Kenealy was managing factories in Chicago and Mexico when the company he worked for purchased a third factory for consolidation. Material handling management became part of his everyday responsibilities. When the opportunity to start his own company presented itself, material handling was his first choice. “The industry grabbed my interest,” Kenealy explained. “I chose it because it was the best way to combine my skills and have success fairly quickly.”



“**Helping your customers go green is not only good for the environment, but also helps them save money.**”

Success came for DAK Equipment after a lot of hard work. In business for three days, sitting alone in his office, and wondering why the phone wasn't ringing, Kenealy soon realized he needed to make a sales call if he wanted to sell – something he had never done before in his career. Today, when making a sales call, instead of using typical digital media and PowerPoint slides, Kenealy strives to provide the customer with something more substantial. Using hardcover binders and printed documentation, he sets his company apart during the proposal process.

**Original Installations.** Since Kenealy's first sale 16 years ago, DAK has completed projects and installations of all sizes



and products. When new technology enters the market, the team at DAK quickly adds it to the extensive portfolio of product and service solutions they offer. Kenealy is very proud of DAK's ingenuity, accomplishments and capabilities. "We have completed projects in all industries and in 44 states. Distribution centers, warehouses, pallet rack, carton flow, pick modules, conveyor – you name it, we can do it," Kenealy said.

An example of DAK's ingenuity happened on the 40th floor of a building along Wacker Drive in downtown Chicago. The customer wanted to install archive and record storage in their space with an "unusual" 20-foot clearance height. With no freight elevator in the building, the team at DAK

had to engineer a way to bring the 20-foot-high, welded frames to the top floor. Working at night, they cut the frames in half and brought them up 500 feet to the roof using a cable. Once on the roof, they welded everything back together and lowered them into the top floor through a window. Kenealy's problem-solving skills and dedication to providing superior solutions is evident in how DAK does business.

**Creative Sustainability.** Going beyond material handling, DAK's Green Systems Initiative includes reducing fork lift fuel consumption by improving picking routes in the warehouse, hiring locally to reduce commuting times, providing outdoor eating areas or communal gardens for em-

ployees. DAK's website states this program consists of "an overall mindset directed toward running an efficient, cost-effective operation while taking care of the environment and the limited resources available to companies and to the total community known as Earth".

For Kenealy, being "green" is not a marketing tool, it is a way of life. Kenealy opened his April 2008 MHEDA Edge article "It's Easy To Be Green" by writing, "Helping your customers go green is not only good for the environment, but also helps them save money." Kenealy's passion for environmentally responsible warehousing is part of DAK's day-to-day operations. Applying specific practices in facility layout and design, equipment

design and usage, building and structure issues, and operation practices are all part of the Green Systems Initiative. DAK's commitment to providing long-term sustainability solutions can save money, not only on operations expenses, but also on the initial investment.

DAK is one of the largest stocking distributors of Interlake Mecalux welded selective pallet rack in the Midwest. Their 41,000 square foot facility holds 38,000 square feet of inventory and several hundred dealers purchase their project materials from the stock at DAK. Building relationships is vital to maintaining a strong business and creating bonds with manufacturers like Interlake Mecalux has bolstered DAK's position in the industry.

As a system integrator and stocking distributor of Interlake Mecalux pallet rack, DAK offers customers a complete solution. From design to installation, they provide unique solutions to help their customers achieve their goals. When opportunities come to DAK, they work hard to make the most of them. Every project, large or small, is afforded the same attention to detail, dedication to customer satisfaction, and innovative thinking. Inspired by one man, DAK is now a company leading the industry into the future.

**“We listen closely to what the customer is looking for and bring in all the resources at our disposal.”**



# Case STUDY: JFC

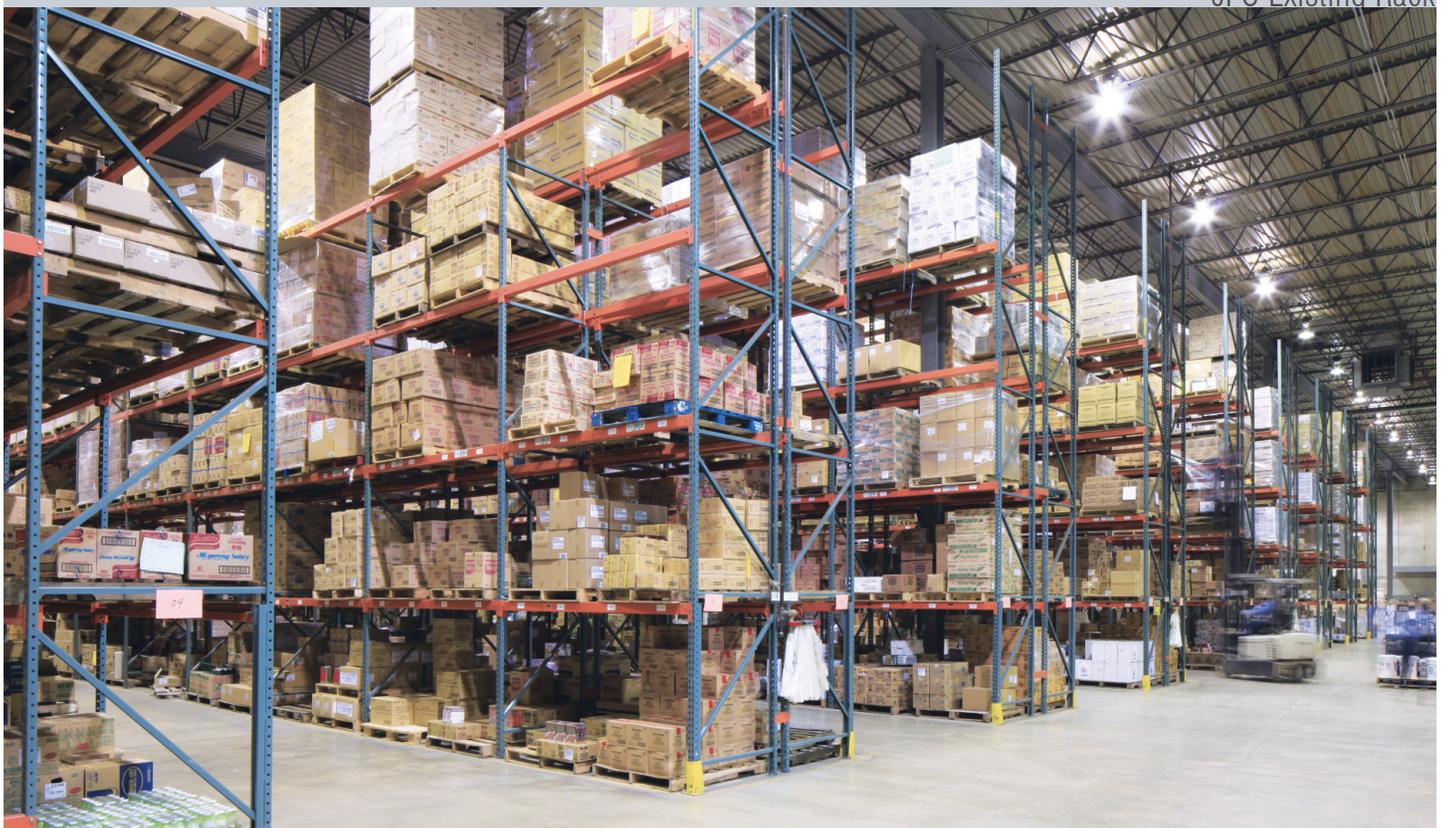
## DAK 's Timely Service

**SCOPE:** JFC, a Japanese food corporation dating back more than a century, expanded into the Chicago area in 2000 and contacted DAK for an installation. Almost a decade later in 2009, JFC once again called on DAK to do a large installation in the facility's freezer during its peak selling season.

**OPPORTUNITY:** In 2000, DAK identified the importance of articulating to its new customer the value proposition associated with installing 20-foot frames, 8-foot beams, wire decks, column protectors and guard rails into the facility.

**CUSTOM SOLUTIONS:** It was DAK's commitment to clarity and concise workmanship that earned the company a second installation opportunity nine years later. This time DAK hitched onto a project that demanded a decision-making process and construction plan formidable enough to warrant working-hour construction even while JFC was amid its peak selling season.

**It is a testament to DAK's resourcefulness that it was able to maneuver around these roadblocks and remain on schedule, just as it is a testament to JFC's prudence that not even a decade could erase the impression left by DAK's efficient installation.**

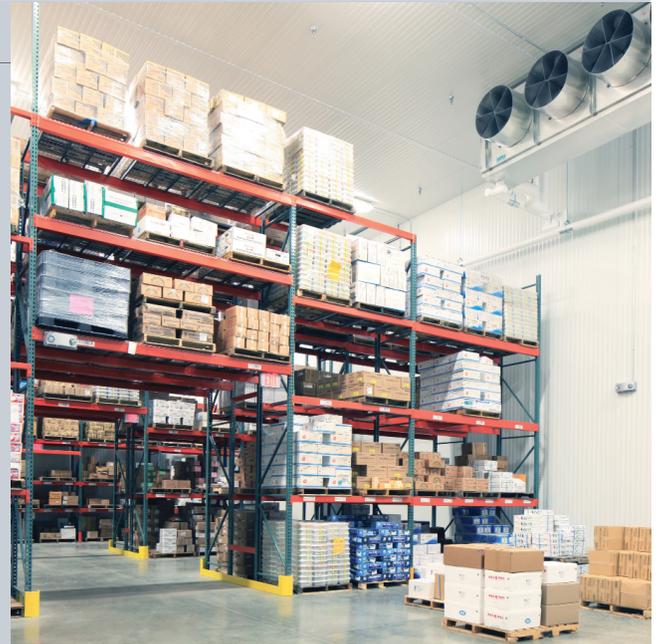


JFC Existing Rack

# Case STUDY: JFC *cont.*

## TECHNICAL DETAILS

- Number of bays: 245
- Frame specs: 075 U-punch, 24'x 42'
- Beam specs: 40" x 96" with pallet supports
- Number of beam levels: 3-5 levels
- Height of rack: 20'-0"
- Number of aisles: 7 and tunnels
- Aisle width: 11'-0"
- Tunnel unit size: 12'-0"
- Pallet positions: 1,782
- Pallet type: Wood 48" deep x 40" wide
- Capacity: 5,030 lbs. per level
- Area racked: Freezer and Cooler
- Year installed: 1997 and 2010



JFC Freezer

JFC Cooler



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# RACK 'N' ROLL

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*Product training goes mobile*

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Any logistics-focused business worth its salt knows that both strategy and coordination are necessary ingredients for getting products to the customer. The Interlake Mecalux product school has adapted this knowledge into semi-yearly barnstorming sessions that will fan out to the eastern, western and southern regions of the U.S.

Designed to provide training on Interlake Mecalux products, services and software offerings, the original Product Schools have proven increasingly successful. However, the Illinois-based program can be inconvenient for many sales and distribution associates. Born from the eagerness to reach an increasing number of sales and distribution associates, the three-day product schools have been stripped down to single-day showcases. Each traveling showcase will have multiple hour-long segments educating participants on Interlake Mecalux products and an end-of-day Q & A session with a selection of company engineers and experts. The participants will also have the choice to sit in on the entire showcase day or only segments they chose.

Starting the first week of April, "rolling rack" will take on a whole new meaning as trucks will pack up samples and laptops and head to the Interlake Mecalux office in Dallas. Look for future stops in Chicago, San Diego and Atlanta.



# Spring Events

*Product Schools* provide our distributors in-depth, real-life application training for our complete product offering. Training sessions are taught by our sales and engineering teams with presentations from Engineering, Customer Service and Marketing. Distributors have the opportunity to see and feel our products, ask questions and receive sales tools.

*Traveling Showcases* provide localized training for distributors that may not have the means or opportunity to attend our Product School. Scheduled for multiple segments over one full day, these education sessions provide detailed training similar to the Product Schools with bonus training on a specific product line or application.

*EasyWMS Seminars* offer our customers the ability to see the software in action. These one day training seminars give the customer an in-depth look into the software package as well as a brief overview of our complete product offering.

*EasyWMS Webinars* offer a 30-minute preview of the EasyWMS software online. Customers are given the opportunity to see the software and ask questions.

*Pick Module Seminars* are one-day, in-depth training sessions on pick module design, benefits and applications.

**For more information or to register,  
please contact [marketing@interlakemecalux.com](mailto:marketing@interlakemecalux.com)**

March 8, *EasyWMS Webinar*

March 10, *EasyWMS Seminar*

March 21-24 *ProMat Expo*  
*Chicago, IL.*

April 7, *Traveling Showcase*  
*Dallas, Texas*

April 12, *EasyWMS Webinar*

April 14, *EasyWMS Seminar*

April 26, *EasyWMS Webinar*

April 26, *Pick Module Seminar*  
*Naperville, IL.*

April 28, *EasyWMS Seminar*

May 3-5, *Product School*  
*Naperville, IL.*

May 5, *EasyWMS Seminar*

May 10-12, *PRISM 2011*  
*Miami, FL*

May 15-18, *WERC/WIRE 2011*  
*Orlando, FL.*



## The Year of More

*It was a year of firsts for Interlake Mecalux in 2010. If success is measured by how much of the past one wishes to repeat: 2010 should be viewed as a bonanza of first experiences for Interlake Mecalux that continues to move the business forward.*

*Less than two years ago, Mecalux merged with Interlake to form a pace car for the rest of the industry. Since the merger, the company has initiated numerous extensions including the launch of Interlake Mecalux News, increased personnel, global expansion, institutionalizing both EasyWMS® and our product schools, in addition to the unique challenges each product installation presented. Today, we can speak of Clasimat's success. We've also seen top-to-tails success with our installation in the Idaho State Liquor Distributor, a high point of 2010. Each step along the way was calculated and the risks neutralized. Nothing we've developed to this point was left to chance, and because of that, we are free to advance, augment and thrive. Interlake Mecalux is just getting warmed up.*

*If 2010 was the year for first achievements, 2011 will be the year for building upon them. It isn't enough to develop training*

*schools to showcase our products; 2011 will bring on massive deployment of those trainings. We have six traveling seminars, five product schools, two pick module seminars and a multitude of tradeshow. We published our first issue of Interlake Mecalux News in 2010; this year we'll publish six. Last year we released a standalone version of EasyWMS®; this year we'll install it in the majority of our warehouses. We installed our first AS/RS system in the U.S. last year. This year, we're installing Colombia's first AS/RS system.*

*Interlake Mecalux has steadily expanded its workforce, each member taking on more responsibility than was asked of them before. We've spent the last two years identifying how to reach the market position we are currently in and we've only accelerated the process since then. This is the way it must be. The harder Interlake Mecalux works, the harder Interlake Mecalux works for you. The harder it works for you, the faster, more efficient and fully optimized your warehouse will be. Such principles have worked in the past and we will only continue applying those principles in the future; a future, of course, of unmatched achievement.*



**TORONTO, CANADA:**

FIRST SALES OFFICE IN CANADA, COMPLETING OUR PRESENCE IN EVERY NORTH AMERICAN COUNTRY.

**MEXICO:**

OUR COUNTRY FOCUS THIS ISSUE.  
SEE PAGE 36.

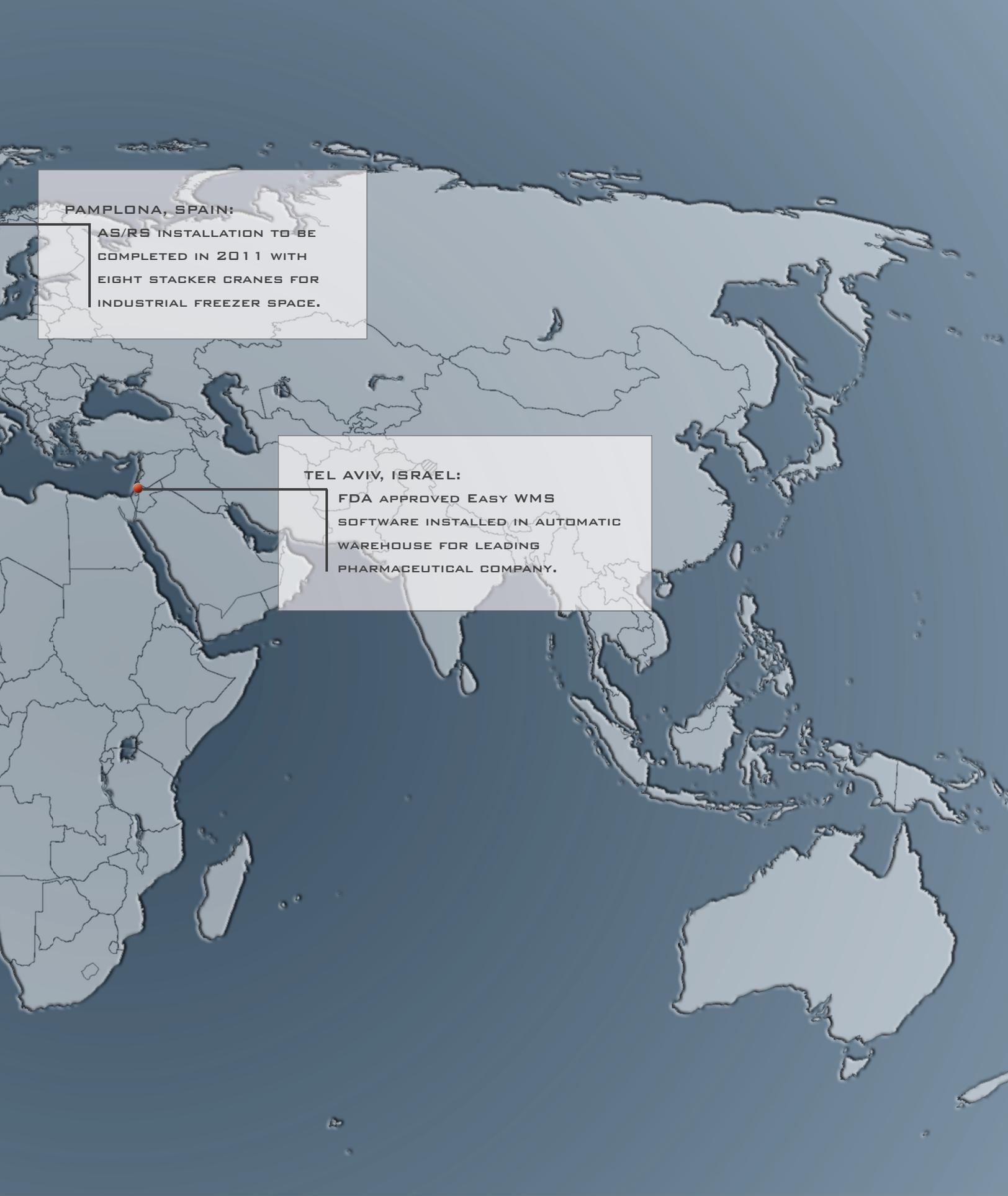
**SAN BERNADINO, CALIFORNIA, USA:**

SELECTIVE AND PICK MODULE INSTALLATION IN 1 MILLION SQUARE FOOT SPACE FOR A TOP 100 RETAIL CHAIN. TO BE COMPLETED IN 2011.

**SAO PAULO, BRAZIL:**

EXHIBITING IN SOUTH AMERICA'S FIRST CEMAT EXPO, AN INTERNATIONAL TRADESHOW FEATURING MATERIAL HANDLING AND LOGISTICS.





**PAMPLONA, SPAIN:**

AS/RS INSTALLATION TO BE COMPLETED IN 2011 WITH EIGHT STACKER CRANES FOR INDUSTRIAL FREEZER SPACE.

**TEL AVIV, ISRAEL:**

FDA APPROVED EASY WMS SOFTWARE INSTALLED IN AUTOMATIC WAREHOUSE FOR LEADING PHARMACEUTICAL COMPANY.

# Mecalux in Mexico:



## *Productivity in a growing market*

The arrival of Mecalux in Mexico began in 1997 with the construction of a 323,000 square foot manufacturing plant in Tijuana. A year later, the plant was operational and sales offices in Tijuana and Mexico City were opened. Eventually, strategic additions of Monterrey, Guadalajara, Hermosillo and Matamoros sales offices secured coverage throughout the majority of the country and improved Mecalux's distributor reach - not just north of Mexico, but south of it. By 2003, North America became the company's fastest growing market and represented about 17 percent of group sales. By 2008, Mecalux acquired a 154,000 square foot production plant in Matamoros, just south of the Texas border, extending its manufacturing reach through the entire northern portion of the country in just two moves. Today, Mecalux has more coverage in Mexico than any other country throughout the Americas. Tijuana and Matamoros are Mecalux's sole North American developer of

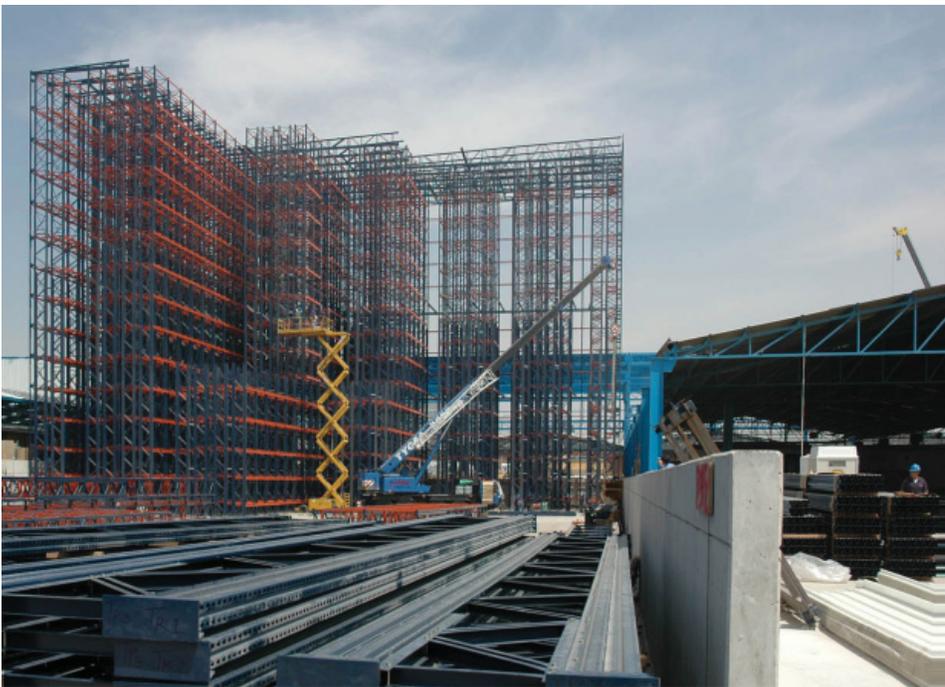
box beams, wide span product, bolted structural cantilever rack, most step beams, and the majority of its accessories such as row spacers and foot plates. The company will also open a seventh sales office in eastern Mexico shortly.

Mecalux's massive growth spurt in Mexico from 1997 to 2008, the technological advancements found in both plants, and the comprehensive range of storage systems combined to form a powerful triptych of developmental opportunities unique to the area.

The prominent pharmaceutical company, Farmacias San Pablo, was an early entrant in the extensive roster of Mecalux clientele and appointed the company to outfit its massive headquarters space with transporters, structural rack and mezzanines. The shopping center distribution chain Liverpool had Mecalux perform independent installations in two facilities: one devoted to large ticket products like sofas, refrigerators and mattresses and

the other for small ticket prices like clothing and cosmetics. When Mecalux completed both installations, the company had equipped Liverpool with cantilever racking, selective clad-rack building with double depth racking, cranes, and various automated machines. In 2007, nearly 500 feet of conventional, drive-in, pharmacy and small item racks were installed in the national distribution center of retail conglomerate Comercial Mexicana. Since then Mecalux has installed racks for numerous companies country-wide, including Electrolux, La Costeña and dairy company Lala.

In all, Mexico accounts for one-third of Mecalux's North American production space, half its sales offices and maintains a consistent annual presence at public events throughout the country. Mecalux's next appearance will be in Mexico City for the Logistics Summit & Expo event on March 23, where it will serve as one of the event's major sponsors and keynote speaker.





# Tremendous Success at CES



*Interlake Mecalux introduces EasyWMS at CES in Las Vegas, Nevada.*

The International Consumer Electronics Show (CES) began introducing the world to groundbreaking technology with the VCR in June of 1967. Billed as the world's largest consumer technology tradeshow, CES has brought some of history's most influential technologies to light over the past 44 years. This year, Interlake Mecalux joined the ranks of well-known exhibitors such as Microsoft, Panasonic and Sony at 2011 International CES with their stand-alone warehouse management software solution, EasyWMS.

A record 30,000 international attendees were estimated to have been at this year's CES, which helped to bump the 2011 projected total attendance of 140,000 past last year's total of 120,000.

With 2,700 exhibitors in 1.6 million square feet, the show has grown 12 percent over last year as well.

Interlake Mecalux was determined to bring warehouse management to a new venue and to reach prospective clients they might not have otherwise. Overall, CES attendees who visited the Interlake Mecalux EasyWMS booth were pleased to find a simple solution to their warehouse management needs.

"We've enabled [customers] to get in on an entry level all the way up to a full featured WMS package," said Greg Edinger, Interlake Mecalux Sales Support Engineer. "So it doesn't matter how big or small you are, we have a solution that can help you – a cost effective solution."

Due to the success of CES 2011, Interlake Mecalux has already selected their booth space for 2012.

"We've been very happy with the turnout here at CES for us and we definitely plan on making this an annual event." Edinger said. "We will be back next year."



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