

THIRD-PARTY LOGISTICS COMPANY FINDS INCREASES IN PRODUCTIVITY

Pacific Coast Warehouse Co. consolidates two locations in a smaller footprint with a total handling solution that includes taller racks and lift trucks specially chosen for the application

In business since 1927, Pacific Coast Warehouse Company is a third-party logistics company that operates more than 1.3 million square feet of warehousing space in southern and northern California. It provides storage, handling and transportation services to manufacturers that import product from overseas. Consolidating two warehouse spaces into one meant a chance for Pacific Coast Warehouse to gain efficiency and improve control over product movement. It also meant considering a different warehouse design and installing a new fleet of lift trucks to work in racking that is significantly higher than the racking in the previous locations.

As part of its research on which material handling company would obtain the order for the new lift trucks, Pacific Coast Warehouse tested all the competition, both in a controlled environment and on site in one of its facilities. The decision came down to projected value in productivity and ease of financing.

Raymond Handling Solutions, an authorized Raymond Sales and Service Center and partner of Pacific Coast Warehouse for more than 26 years, was selected for the project in a competitive review process after offering not only lift trucks, but a complete, integrated solution that included racking, lift trucks and a comprehensive lift truck service program.

The Right Lift Trucks

With the objectives of improving productivity, storing the same amount of pallets and achieving the same revenue within a smaller footprint, Raymond Handling Solutions helped the company devise a material handling system using *Raymond Model 7400 Deep-Reach®* lift trucks to place loads of product on 26-foot-high racks. The all-AC-drive lift trucks were projected to deliver 20 to 25 percent higher productivity with 15 to 20 percent energy savings when compared with the trucks used at the existing sites.



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Dave Boras
Chief Financial Officer
Pacific Coast Warehouse





“What we did was start from the beginning, helping with the design of the new facility’s layout,” says Rene Lopez, senior account manager with Raymond Handling Solutions. “We put together a strong project management team. We determined the optimum rack height and rack spacing, and scheduled face-to-face and phone conversations with our structural engineer.”

The change enabled Pacific Coast Warehouse to replace multiple facilities totaling 625,000 square feet with a single 412,000-square-foot warehouse with double-deep racking and more than 45,000 pallet positions. The company also reported that operators preferred the *Raymond*® trucks’ open view masts, which provide a full view of the pallet load and fork tips.



Smooth Operation

Helping to keep the lift trucks running is a comprehensive agreement covering maintenance and services provided by Raymond Handling Solutions. Aside from rent, labor is the biggest cost for the company, so keeping the equipment up and running is paramount to sustaining the productive environment it needs. Pacific Coast Warehouse president Jim Marcoly notes that Raymond’s service has been impeccable and it is always available to Pacific Coast Warehouse when it’s needed.

Solid Partnership

Since working with Raymond Handling Solutions, Pacific Coast Warehouse has noted a significant increase in productivity, reduction in labor costs and a renewed sense of confidence within its facility. The ability to partner with a material handling company that can handle the company’s growth, as well as provide quality equipment and service, has been an important factor for Pacific Coast Warehouse.

“Raymond Handling Solutions has earned the right to have our business,” says Dave Boras, chief financial officer of Pacific Coast Warehouse. “The company provides quality equipment, great service and phenomenal response time. I have been to the Raymond manufacturing plant in Greene, N.Y., and I’ve seen the quality that goes into making the equipment. It’s the pride and the workmanship of the people in the plant is truly impressive. For me, that’s an important part in the selection process for any piece of equipment.”

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