

STORAGE FORWARD WITH SMITH CORONA

THE POWER OF PACK EXPO

STORAX | FLEXSPACE AND SMITH CORONA BRING A NEW SOLUTION TO ONE OF THE OLDEST CHALLENGES

“ Located in the heart of downtown Cleveland, we are landlocked with our warehouse space. Our growing business necessitated us to move away from traditional storage options and turn to mobile storage racking. Poweracks will enable us to double our storage capacity within the existing footprint.”

Benny Bonanno |
Senior Vice President of Sales

AN AGE OLD CHALLENGE

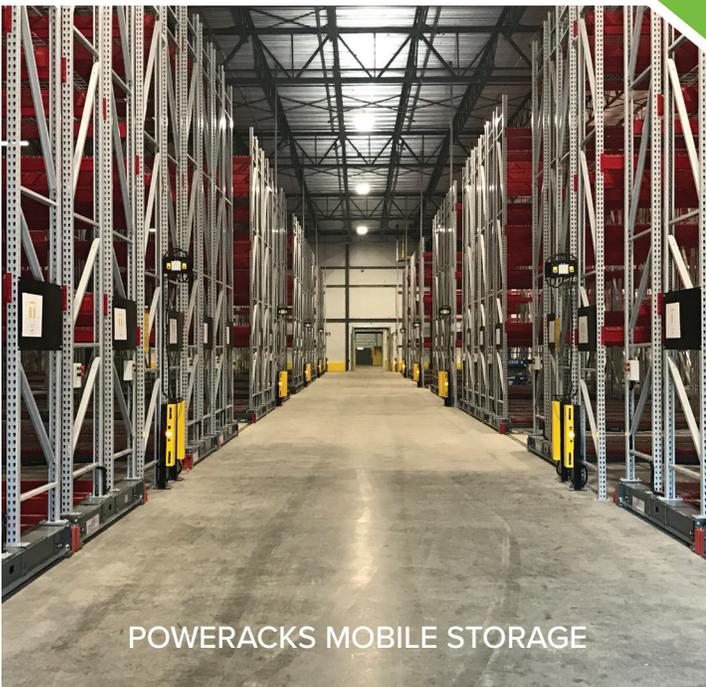
Smith Corona isn't just any business. It has been putting ink to paper since 1886, beginning with typewriters and later transitioning to labels. They are a company of firsts: the first portable typewriter, the first personal word processor, one of the first to introduce thermal printers and thermal ribbon technologies. Today, as a leading US manufacturer, they produce thermal labels and ribbons used in warehouses primarily for barcoding.

Smith Corona is proud to manufacture American-made labels in its 325,000 square foot facility in Cleveland, Ohio. For nearly ten years, Smith Corona has been growing a double-digit clip which explains why its warehouse is at full capacity. Located in the heart of downtown Cleveland, Smith Corona has an affinity for and history in its current location. Its growth has necessitated increased storage capacity and a better, more efficient storage racking solution.

“We wanted to be able to keep our operations in our current facility. In order to do so, we needed to rethink how we'd handle our ongoing challenge – additional storage space,” remarked Benny Bonanno, Smith Corona's senior vice president of sales. Exploring and evaluating non-traditional storage options was critical to making our decision to not move work.

MEETING AT PACK EXPO 2016

Walking into the PACK Expo in the fall of 2016, the team at Smith Corona was on the hunt for an efficient, proven, heavy-duty storage solution. Storax | FLEXSPACE was exhibiting at PACK, featuring its Powerack system – industrial mobile racking solution and Ranger, its high-density pallet shuttle.



POWERACKS MOBILE STORAGE



TRADITIONAL RACKING SYSTEM

“PACK Expo has proven to be the perfect venue for meeting decision-makers, discussing challenges, and presenting solutions. We talked with the team at Smith Corona and quickly determined that Poweracks, the mobile racking system, was the ideal solution for their inventory and space challenges.”

Todd Jessup |
Principal at FLEXSPACE

Within three months of PACK Expo's close, Smith Corona and Storax | FLEXSPACE were in the engineering and design phase of the project. The project should be ready for installation in the summer of 2017.

A NEW SOLUTION

Poweracks by Storax will be increasing storage capacity, saving energy and building costs, without moving a wall at Smith Corona. The result will be an efficient, completely accessible mobile racking solution. By eliminating the unused aisle space between static racking systems and replacing it with Poweracks, the result will be class-leading efficiency, increased productivity, and 80% increase in storage capacity. The end result is Smith Corona remains in its current facility- in the city they love- while increasing their storage capacity needs with the Poweracks system.



FLEXSPACE

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