

New Balance Athletic Shoe, Inc. Renovation of Three Warehouses

New Balance Athletic Shoe, Inc. designs and develops innovative, highly functional and reliable shoes. Based in Boston, MA, New Balance has three North American warehouses (Ontario, CA, Compton, CA and Lawrence, MA) that process 26 million pairs of shoes per year.

Needing to maximize productivity in order to move the millions of athletic shoes sold annually, New Balance looked to Abel Womack to select just the right equipment for each of its various warehouse applications.

New equipment and systems included:

- Stand-up counterbalance trucks for receiving.
- Wire-guided swing reach trucks and pallet trucks for pick and put away in narrow aisles.
- Wire-guided orderpickers for case picking.

To increase efficiency, Abel Womack suggested Raymond's exclusive "intelliguide" wire guidance system to free operators from steering responsibilities in very narrow aisles. The system quickly and reliably engages guide signals, providing excellent tracking and stability, a particular challenge for the Lawrence, MA warehouse.

New Balance's Ontario facility had concerns with its extensive traffic and aisles that were open at both ends. Abel Womack solved the problem by equipping trucks with magnet sensors for end of aisle slowdown to aid operators in stopping or slowing prior to exiting the aisle.

Project Key Features:

Challenge

- Maximize productivity, improve pick and putaway systems and increase efficiency.

Abel Womack Solution

- Provide lift trucks and wire guided systems which freed operators from steering to focus on picking product.

Benefit

- Improved receiving operations, more efficient pick and putaway in narrow aisles as well as increased employee safety thru magnet sensors at the end of each aisle.

Size: 860,000 SF



Left: Operator picking in a very narrow aisle.
Right: Operators using Orderpicker trucks to pick or place product.

Combined, New Balance's three North American warehouses process 26 million pairs of shoes per year. That means their trucks are making 3,000 picks daily, between 45 and 50 picks per hour.