

Rhode Island-based Displays2Go has been selling custom-designed and manufactured acrylic display products to a growing customer base for 40 years. In 1992, the company realized the need in the marketplace for quality display merchandise that could be ordered easily and shipped quickly without the need for backordering or overseas shipment. So Displays2Go began the acquisition and distribution of sourced merchandise from around the world, in addition to its increasing selection of in-house merchandising solutions.

### Challenges

Over the next decade, the company evolved from a point-of-purchase display manufacturer into a national force in the flourishing e-commerce arena. This expansion quickly led to overcrowding in the 30,000 sq. ft. Bristol warehouse. An



additional 125,000 sq. ft. of storage space was added in another building, alleviating the issue

temporarily until the company was repeatedly faced with lack of space. While managing three facilities at capacity, Displays2Go also recognized significant damage to their products, lift trucks and racks, resulting from a combination of seasonal operator turnover and overcrowded space. Bob Black, director of operations, heard from Abel Womack about a solution to control operator access, reduce impacts, and maintain safety records at multiple facilities.

### Solution

Displays2Go operated *Raymond*® lift trucks to transport pallets around its three congested facilities and initially focused their efforts on reducing impacts. Abel Womack recommended iWAREHOUSE® impact and access control to better manage Displays2Go fleet of 12 lift trucks. Several months later, Displays2Go was acquired by TAKKT AG, a German-based company who supported the company's expansion into E-commerce on a global scale and quickly made plans to consolidate their three facilities into one 400,000 sq. ft. facility in Fall River, Massachusetts. Since Displays2Go already operated Raymond lift trucks, the company was enthusiastic with the recommendation to install the iWAREHOUSE system on their new lift trucks. Logistics manager, Erol Fikri said, "We purchased 20 new trucks and new racking, avoiding any downtime associated with the move." By designing the warehouse with drop stations to accommodate new picking carts, changing the wire guided paths, and adjusting lift truck operating parameters (e.g., speed), iWAREHOUSE played a pivotal role in immediately reducing impacts and improving productivity.

Another major benefit of iWAREHOUSE was conveniently organizing paperwork into a centralized database. "Manually compiling operator safety records and other documentation was a tedious and time-consuming task. It would take approximately four hours per week per person to manage," explained Black. The convenience gained by electronically organizing this process is a tremendous time saver. "The safety aspect of iWAREHOUSE ensures only qualified employees are

### Displays2Go Challenges

- Storage capacity at its limit
- Significant impact damage
- Manually managing operator records

### Abel Womack Solution

- iWarehouse, lift trucks and wire guidance, with end of aisle slowdown

### Benefits

- Improve productivity, reduce impacts and easily maintain electronic safety records



*"The safety aspect of iWAREHOUSE ensures only qualified employees are using our equipment and safety checklists are routinely completed," added Black. "The system organizes our operator safety program and provides an audit trail."*

Bob Black, Director of Operations

using our equipment and safety checklists are routinely completed," added Black. "The system organizes our operator safety program and provides an audit trail." Due to the rack design, which included cross traffic where the drop stations were located, Abel Womack also recommended a change to the wire guidance layout proposed by the rack vendor and the inclusion of an end of aisle slowdown option to the equipment.

### Results

Following the initial rollout of iWAREHOUSE, Displays2Go encountered a 40% operator checklist failure rate. Abel Womack responded immediately and upon investigation, it was quickly uncovered that a language barrier was directly to blame. Due to a large number of Spanish-

speaking employees, Displays2Go realized their forklift operators did not fully understand the daily checklist questions required to start the trucks. Being able to support numerous languages, iWAREHOUSE was quickly reprogrammed so the operator checklist was written in both English and Spanish and the failure rate dropped to less than 5%. "The system is very intuitive and the learning curve took less than 15 minutes," commented Black. "Additionally, our automatic impact alerts have been reduced from a couple per day to approximately two per week."



Once the operators learned that they were being monitored, they were more careful with every action. They learned where floor imperfections could set off the alarm and began reducing speed in those areas in addition to avoiding direct collisions with racks and bollards. End of aisle slowdown ensures that wire guided vehicles slow before exiting the aisle, further reducing the likelihood of truck-to-truck impacts by making sure operators are aware of the interesections. When the old facility closes in the next 24 months, the equipment from the old building will have iWAREHOUSE installed before it is brought to the Fall River facility.



By consolidating their operation, Displays2Go completed a major expansion while minimizing downtime. Their product line continues to grow and now consists of more than 7,000 unique products, including display racks, trade show booths, and TV wall mounts, all ready for immediate shipping. The company has grown into a leading manufacturer and e-tailer of retail displays and the new facility has the capacity to sustain years of additional growth. "Abel Womack understood our challenges and provided a comprehensive solution that was much more than material handling equipment," said Fikri. "The safety, service and efficiency components of iWAREHOUSE support our organization's current and long term needs."