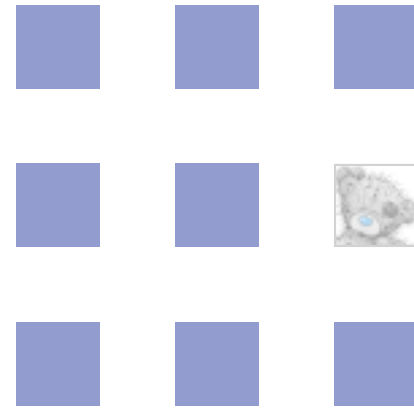




Pallet live racking for larger items



The Result

"As we supply our products to 6,000 retail outlets across the world it is vitally important that our new distribution centre is both efficient and cost effective," concluded Wakefield. "LINPAC did what they said they would do – delivering a storage and distribution facility that allows us to achieve our objectives."

"Although some of their time scales weren't as short as we might have liked, in retrospect they were realistic and, more importantly, they stuck to them. Our products are now picked, packed and prepared for distribution over three floors with the minimum of manual handling and we also have ample storage capacity for our back-up stock."



Two-tier mezzanine floor



"We were looking for a tailor-made order fulfillment solution. LINPAC proved with their design that they understood our requirements. They spent a lot of time working with us to ensure it was right."

**IAN WAKEFIELD – OPERATIONS DIRECTOR,
CARTE BLANCHE GREETINGS LTD.**



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New Distribution Centre for Carte Blanche

The Customer

Fifteen years ago Carte Blanche Greetings Limited was formed with a portfolio of 12 cards and an ambitious vision of success and achievement. Today the company is one of the fastest growing greetings card publishers in the UK turning over £34m, employing thousands of people worldwide and distributing products to over 70 countries.

Although the company's core product is still greetings cards, it also manufactures popular ranges of soft toys and three dimensional gifts that sell alongside cards. A contributing factor to the company's success has been the creation of its own carefully developed brands, one of them - the 'Me to You' bear is now famous across the world on both cards and gifts.

The Challenge

With business growing exponentially over the last two years Carte Blanche outgrew its storage and distribution centre in Ford, Arundel. The old premises were dedicated to card products – with 1,100 picking face locations in a carton live system. Continued expansion dictated the need for

considerably more space for the greetings cards and a major increase in bulk storage for the developing giftware ranges.

A 25,000 sq ft facility was acquired in Tangmere, W. Sussex and Ian Wakefield, Operations Director for Carte Blanche Greetings Ltd, was tasked with selecting a



Carte Blanche's world famous 'Me to You' bear.

partner to design, manufacture and install a new storage and distribution system. He explained the design criteria: "We were looking for a tailor-made order fulfillment solution. We wanted to be able to store, pick and transport the small products around the warehouse whilst also providing a facility to store and pick bulky carton lines."

Three storage providers were invited to submit their design proposals.

Left: Timber decked racking for bulk storage of greetings cards



"LINPAC did what they said they would do – delivering a storage and distribution facility that allows us to achieve our objectives."

IAN WAKEFIELD – OPERATIONS DIRECTOR, CARTE BLANCHE GREETINGS LTD.

The Solution

LINPAC Storage Systems won the contract with an innovative solution containing carton live and pallet live storage, pushback racking, an overhead conveyor system and a two-tier mezzanine floor.

Ian Wakefield again; "LINPAC proved with their design that they understood our requirements. They spent a lot of time working with us to ensure it was right. They also provided support by liaising with the overhead conveyor supplier, Polymark, to make certain that the combined solution would integrate successfully."

The Installation

As part of the contract the old carton live racking (1,100 picking face locations) was dismantled and re-built in the new facility

with the addition of a further 1,200 new locations. The carton and pallet live bays are configured into nine different picking zones. Plastic bins for small products are on the ground floor, with pallet live storage on the first and second floors for picking cartons.

An overhead power and free conveyor system supporting 90 gondolas moves constantly around the three floors of picking zones and from there to the packing benches on the first floor. A conveyor then transports the boxes of packed goods back to the ground floor dispatch bays.

For the larger items, two upper levels of pallet live storage have been installed together with an upper deck of pushback racking for storing the most bulky products.

Above: Carton live racking with 2,300 picking face locations

