

Through the ELVEDI racking canyon with a TRUCK

Contributed by ELVEDI GmbH, Blumberg (D)

HORNBACH opened the biggest market of all in Braunschweig (D). It's the company's third in a series of completely new type of builders' market in Germany. Just like the branches in Osnabrück and Fürth, the new branch has a building materials centre, but this one is the biggest of its kind. Among the special features of this market is a new kind of drive-in rack systems.

With this venture the company stands out once again in a history that originates over 100 years ago. Over 5000 items in the field of building materials, construction timber, and insulation are stored over an area of 9000 m² at this large Building Centre. The ease with which heavy and bulky items can be bought is a big plus: Cars and transporters can access the ELVEDI racking directly via marked lanes, where the goods are loaded straight onto the vehicle. Entries are made here in the

loading list, payment is made at the cash desk in the hall, and a further control is made at the exit.

The building and garden market are equipped largely with ELVEDI Racking, which is designed for a good overview of the stock and clear presentation of the timber profiles an other materials for direct collection in the drive-in area. In the garden centre, the racking displays fencing and other garden materials. All the open-air cantilever racking is weather-



Traffic control in the HORNBACH-builders' Market

proofed by galvanising and partly roofed. The galvanised grid covers, for endless storage, enable to store all types of items and product dimensions.

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With their attractive appearance, the ELVEDI racking adds to the safety for the passing trade, and contributes to the HORNBACH sales programme with effective presentation. ■



Entrance to the Hornbach-Builders' Market



Open-air storage for weatherproof products - Cantilever equipped with roll off protection



Editorial

Despite geopolitical uncertainties which should not be underestimated, there are signs in the major industrial countries that let us hope for new economic growth. There is an air of cautious confidence in the Logistics and associated industries. Technical trends and logistic strategies that already contribute to market success today, support this growth. These include barcode technology, radio data, mobile working and of increasing importance, RFID applications.

At the same time the world economy is overshadowed by a shortage of steel and heavy price increases. This could impair the re-awakening of the market.

Logistics span the globe, and help to organise the flow of goods worldwide. The real value of logistics is not just to bring cheap goods from the Far East to Central Europe, or to service global production networks, but also, as we have seen after the latest natural catastrophes, to alleviate suffering and reduce the horrific results.

Within logistics, we devote ourselves to material flow, know as Intralogistics. This comprises of the internal material flow, the storage, the shipment of goods, and it networks increasingly complex procedures. Intralogistics therefore covers critical areas which influence profitability. The objective of our clients is the economical control of these complex logistical processes, which ensure survival in the global market, and often form the basis for further growth.

We are the people to talk to for good functional and value adding Intralogistics.

**Yours,
Walter A. Elvedi**

Profitable Storage Space

Contributed by ELVEDI AG, Schwerzenbach (CH)

When the product range grows and availability must be ensured, (quick handling and delivery is an essential service) logistic solutions are required. These do not always have to be highly automated. Often a manual operation of long shape materials in cantilever racking, served by narrow aisle lift trucks, respectively 4-D loaders, is a sensible and profitable solution.



Fig. 1: Round material in cassettes to assist in transport and storage—ELVEDI cantilever racking over 9 m high for loads up to 20 tons per column and side.

For secure storage of unbundled stainless steel tubing a German company found cantilever racking using steel cassettes to be the right answer. Rolling and slipping are prevented. The ELVEDI racking design provides in everyday operation many advantages for trouble free loading and unloading. The tapered cantilever arms leave more clearance room for loading. Further advantages come from the upward tapered racking columns, which do not bend towards the aisle under one sided loading, unlike the straight steel profiles of other suppliers. Side loaders of 4-D fork lift trucks run rail guided in very narrow aisles, and overhanging shelves at the upper levels can lead to collisions and cause accidents.

(Fig. 1)

Unusual items are also carried securely in ELVEDI cantilever racking, and that can mean heavy loads of all kinds. Wire coils are no easy thing when it comes to handling storage. A Slovenian company looked for a special solution for handling such coils. The answer provided by ELVEDI was a racking installation, where up to



Fig. 2: Wire coils held by a cantilever arm with a length of 2000 mm and load capacity of 1000 kg per arm.

seven coils are loaded on a 2 m long cantilever arm. A fork lift truck with a special pick-up device, securely loads and unloads the coils, either individually or as a unit, at a height of up to 8 m. (Fig. 2)

The challenges that modern intralogistics bring to storage operation require intelligent solutions, which are reflected in the continuous development of storage Systems. Along side the individual adaptation of racking to the stored items, roofed systems and complete storage sheds belong also in the ELVEDI portfolio. Storage sheds with integrated racking are tailor made, and

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Fig. 3: Combined racking shed consisting of ELVEDI pallet and cantilever racking, building under construction. The racking is designed to carry walls and roofing

The right equipment brings real value

Contribution by ELVEDI GmbH, Blumberg (D)

Hövelmann & Lueg GmbH is a company in Schwerte (D) which was founded in 1951 and became a subsidiary of Salzgitter AG on January 1st 1997. The company employs around 180 persons and produces approx. 250,000 t of panels and cuttings. Turnover is around 120 millions EURO.

Whether it's white panels for dishwashers, of galvanised steel for automobile parts, products from Hövelmann & Lueg are to be found in many German Households. The company, which began initially as steel merchants, today manufactures exact panels for the industry. With a new cutting machine, a so called Multi-Blanking-Line, they intend to climb to the top in the area of steel service. With this equipment is it possible not only to

square cut steel and aluminium bands, but also to produce trapeziums, rhomboids, triangles, parallelograms curves and contours.

Salzgitter AG's subsidiary in Schwerte has invested ten million Euros. Within the company's grounds a 5,000 m² hall has been erected, where coils and finished panels are stored.

For the storage of the finished goods ELVEDI has delivered a

pallet racking installation erected on a concrete base. The base has an angled profile, with which the guiding rollers of the 4-D fork lift truck engage. In the 6 m high installation the individual racking compartments are furnished with grids so that small packages can be stored.

With this new technology, effi-

cient production together with effective logistics, Hövelmann & Lueg are equipped to meet the challenges of the market. ■



ELVEDI double depth pallet racking equipped with grid for storage of pallets and small parts.

bofrost* order picking with ELVEDI

Contribution by bofrost*

bofrost* is Europe's largest direct sales supplier of frozen specialities and ice cream. With a network of 115 branches and about 3000 driver-salespeople, bofrost* delivers to around three million households in Germany alone. In addition, bofrost* is active with success in eleven other European countries.

bofros* Products are produced in the best farming areas, fishing regions and production centers, in 32 different countries. Within two hours of harvest, catch or slaughter, vegetables, fruit, meat, poultry and fish are quick-frozen in processes adapted to each product. An optimum vitamin and mineral content is retained. bofrost* Quality controls guarantees the maintenance of the highest quality standards. As proof of this, no other frozen foods supplier has been awarded more gold medals by the German Farmers Association



(DLG), for the outstanding quality of its products.

bofrost* guarantees to its customers, that a closed deep-freeze chain is maintained. This means that all products are kept stored at a temperature of -18° C or below, from quick-freezing at the place of origin, until delivery to the user's deep freezer. Any defrosting of the food, and related quality loss is thereby ruled out.

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Profitable Storage Space

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are in many cases an attractive and completely economic solution. ELVEDI always treats every special construction as a real challenge.

(See Page 2 Fig. 3) ■

bofrost* order picking with ELVEDI

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ELVEDI has so far equipped the deep-freeze cells in eight bofrost* branches in Germany, France and Spain, with its high density racking. The mobile units were equipped partly with wide span racking and partly with flow racking. In this way additional storage space was created, and order picking was made easier and quicker.

The deep-frozen produce lays easy to grasp in the ergonomically designed racking. A better

overview of the produce is achieved through optimum division of space, and order picking errors and damage are reduced.

As a result the bofrost* staff will be able in the future to provide even better service according to the company's motto:

„Freshness + enjoyment deep-frozen straight to the home“. ■

The difficult path to modern marketing models in Poland

From text by Janusz Bekas (Poland)

Building materials and other associated products are normally bought directly from the manufacturer. Buying at central shopping markets as we are accustomed, is unknown and not normal there. If you need a board, you go to the sawmill. The ELVEDI agency in Poland is breaking new ground.

The recently built Timber Centre in Wroclaw is breaking with tradition. Not only is the available range of timber extensive, but the marketing methods are also noteworthy for Poland. The fact that many different products can be bought in one place, eg. at the Do-it-Yourself market, must be assimilated. Its acceptance by the public must grow as must the readiness of the manufacturers/suppliers to transact their sales via merchants.

The Timber Centre was the

idea of Mr. Ludwicki of the „Holzkonzepkt“ company. It was conceived as a service between supplier and customer, and offers together with the full range of products, a professional advisory service. In contrast to the sawmill, where the stock was normally stored in chaotic confusion, the customer at the Timber Centre in Wroclaw, finds the required items, tidily sorted according to type and quality in ELVEDI racking. He drives up and the fork lift truck loads the chosen items. The change to a

convenient way of buying and selling is a new culture in Poland and still gaining acceptance with difficulty. It is also difficult for suppliers to come to terms with supplying their customers via an additional distribution channel. ■



ELVEDI Cantilever Rack Type HRZ for various kind

Contacts

ELVEDI AG

Bahnstrasse 23
CH-8603 Schwerzenbach
Tel. 044 / 826 7000
Fax 044 / 826 7001

ELVEDI GmbH

Aitlingerstrasse 18
D-78176 Blumberg
Tel. 07702/4382-0
Fax 07702/4382-10

ELVEDI Ges.m.b.H.

Kalvariengürtel 67/III
A-8020 Graz
Tel. 0316/671026
Fax 0316/67102612

ELVEDI System SA

210, rue P. + M. Curie
F-76650 P. Couronne
Tel. 02 / 35 69 23 23
Fax 02 / 35 69 14 64
elvedi.france@wanadoo.fr

ELVEDI Belgien

Jozef Hermanslei 78
B-2640 Mortsel
Tel. 03 / 449 68 01
Fax 03 / 449 68 30

ELVEDI Hungaria Kft.

HU -1581 Budapest Pf. 33
Tel. 361 / 352 7164
Fax 361 / 352 7164
elvedi@elvedi.hu

Hamag

Magazijnrichting b.v.
Govert van Wijnkade 43
NL-3140 Am Maassluis
Tel. 010 592 72 39
Fax 010 592 91 22
info@hamag.nl

M.C.T. Scaffalature spa

Via Bergamo, 30
I-24050 Mornico al Serio (BG)
Tel. 035 844 143
Fax 035 844 059

MetalPRIM izt d.o.o.

Partizanska cesta 36, p.p. 102
SLO-2001 Maribor
Tel./Fax +386 / 2 22 99 260 /
2 25 24 115
info@metalprim-izt.si

KONCEPT j.v. Sp. Z o.o.

ul. Krakowska 93/105
50-426 Wroclaw - Poland
Tel./Fax +48 71 364 49 07
konceptjv@wp.pl

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