



FORTE HELPED LENOX® SET THE TABLE FOR BETTER DISTRIBUTION OPERATIONS.

PROJECT SCOPE

Consolidate four major distribution centers and 16 satellite facilities into one new 500,000 sq. ft. distribution center (DC) to be located in Hagerstown, MD.

OVERVIEW

A division of Brown-Forman, Lenox® is a national designer, manufacturer and marketer of fine china, crystal, flatware and giftware. Lenox required a distribution strategy that would decrease operating costs while providing the highest possible level of service to its customers—thousands of department stores and small retailers, 110 company-owned stores and on-line shoppers. A consolidated distribution network was chosen as the optimal solution.

Lenox elected FORTE to plan, design, and implement a DC utilizing highly automated receiving, picking and shipping systems integrated with a WMS. Throughout the project, FORTE employed its proprietary Distribution Intelligence System (DIS) software, **CONTINUUMi™**.

Utilizing the **CONTINUUMi DC Planning and Design** module, FORTE's engineering consultants performed thorough data analysis of Lenox's operations. FORTE provided final detailed design engineering and implementation with single-source accountability.

FORTE's warehouse control system, **CONTINUUMi DC Automation Director** middleware module, was used to integrate the material handling equipment with the WMS for process synchronization. Working as an extension of Lenox's team, FORTE's WMS experts led the labor management and replenishment efforts.

The system is highly accurate, flexible and designed for future growth and expandability. Lenox is equipped with a fluid pick-and-pack operation, utilizing four, three-level pick modules. Split case picking is directed by radio frequency technology and is assigned to various zones based on workload. Within VNA storage, wire-guided turret trucks perform putaway and retrieval of reserve items. The

facility also performs value-added services such as special labeling, ticketing, special packaging and gift-wrapping. Ongoing performance can be measured against key performance indicators, pinpointing areas for continuous process improvement as business requirements change.

UNIQUE CHARACTERISTICS

- The facility predominately ships split case orders, some full case orders, and virtually no full pallet picks, as customers typically want Lenox to pick their orders in smaller quantities that ship more often.
- The DC has the ability to pack to the individual store level, allowing customers to simply crossdock the product.
- A set-build area permits kitting of product to create a new SKU.
- Fluid start up and training: over a holiday weekend, Lenox completely transferred operations from the first consolidated facility to the new facility.

RESULTS

- Reduced labor
- Consolidated shipments to decrease shipping and transportation costs
- Eliminated redundant operations for increased efficiency
- Increased picking and shipping accuracy to more than 99 percent
- Recognized as "Warehouse of the Month" by *Modern Materials Handling* magazine

“There is no doubt in our minds that the Lenox Hagerstown distribution center will be a world-class operation for years to come.”

-VP of Distribution and Transportation, Lenox Inc.



THINK INSIDE THE BOX

FORTE DELIVERS DISTRIBUTION ON DEMAND PERFORMANCE-DRIVEN RESULTS

WHAT RESULTS FROM
BEST-IN-CLASS SOLUTIONS?
BEST-IN-CLASS CLIENTELE.

OTHERS HAVE TAKEN TO OUR POINT OF VIEW.

Leading companies are embracing FORTE's advanced CONTINUIM™ methodology. In doing so, they are widening the performance gap over competitors and creating competitive advantages in their supply chain. Quite simply, they are distributing at the least cost, driving improved margins, and increasing profitability.

We have a national client base of Fortune 500 organizations, and fast-growing mid-market and small entrepreneurial enterprises. We're proud of the company we keep and welcome the opportunity to help you craft your optimal Distribution On Demand solution.

Augusta Sportswear®
C.R. Bard®
Beiersdorf®
Candle-lite®
Cintas
Custom Marketing Services
Delta® Faucet
Dole®
General Electric®
Gerber®
IBM®
KitchenAid®
Leviton
Lenox®
Nambe®
Newell Rubbermaid™
Procter & Gamble®
Rain Bird®
REEF®
Ross Labs
Red Envelope®
Southern Living At HOME®
totes»ISOTONER®
Vera Bradley
Whirlpool® Corporation
World Kitchen



6037 Commerce Court
Mason, OH • 45040
513.398.2800

www.forte-industries.com
info@forte-industries.com