

Challenge Solution

Client

New Balance Athletic Shoes, Inc.
Ontario, California

New Balance Athletic Shoes, Inc., is one of the largest high performance athletic footwear and apparel companies in the world, specializing in high quality exercise shoes offered in widths and distributed to athletic shoe and sporting good stores in over 120 countries.

Challenge

Due to dramatic increases in customer demand, New Balance was faced with a decision. Should they expand their existing distribution center in Lawrence, Massachusetts or consider an additional facility to handle the increased demand. After studying the logistics of the increased demand and the distribution costs of servicing the West Coast out of their existing East Coast facility, New Balance opted to open a West Coast distribution center.

Solution

Having utilized a Mantissa Scorpion® tilt-tray sortation system in their East Coast Distribution Center, New Balance again turned to Mantissa for the requirements of their new West Coast Distribution Center.

In order to accommodate increased business forecasts, the new tilt-tray system was designed with double level chutes, which effectively reduced the floor space requirements by half. This left additional floor space, where expansion could easily be implemented at a later time.

The tilt-tray solution incorporated 176 double level chutes (352 destinations) and 530' of sorter, designed to process 9,000 shoe pair per hour.

The Mantissa sortation system once again provided New Balance with the luxury of high speed sortation and next day shipment of orders, while effectively handling an ever increasing demand for their product.



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