



SPRING Newsline2009

The Storage & Handling Equipment Distributors' Association

Striving for excellence

SHEDA BRAND

MARKETING MUSCLE

SURVIVE THE RESSION

TELEPHONE SURVEY

RECESSION BEATER

INDUSTRY STANDSTILL

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LIFETIME CONTRIBUTION AWARD

Members' News

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SYSTEM STORE SOLUTIONS

ERGO SPEEDY STORAGE

CANTILEVER RACKING AT MORESECURE

REDDITCH PARTITIONS & STORAGE

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Brand has never been more important than in these recessionary times.

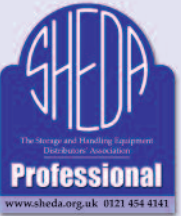
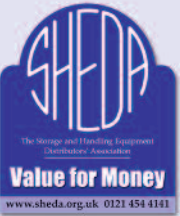
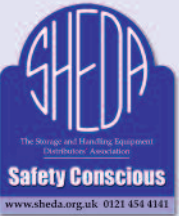
What distinguishes a SHEDA member from a run-of-the-mill supplier?

Reputation for quality and service, trust in a distributor to offer best value and a commitment to health and safety standards all influence the decision-making process – so you don't necessarily have to be the cheapest.

With member needs in mind, we are working to develop SHEDA recognition through the specialist media by a combination of advertising and editorial news and features. New for 2009, we have crafted a series of classified ads. These are set to run in every issue of Handling & Storage Solutions, SHD and SHD online and Warehouse & Logistics News throughout the year. The ads feature the 'brand values' that SHEDA members have to offer. In parallel, SHEDA will continue to share news, and information and develop leading articles through core magazines.



Mike Lynch, President.



More Marketing Muscle!

SHEDA has also upped the ante by adding two new pieces of marketing collateral to its armoury. We have developed new roller banner-style pop-up display panels which were first aired at the SEMA conference back in December. Now, to back up a recruitment drive aimed at building the SHEDA ranks and raising industry standards, we have added a two-sided information sheet, Ten Reasons to Join SHEDA, to the membership application pack.

We are also supporting members with material to accompany tenders and proposals and Council is currently developing a new document which will be available soon.

SHEDA takes members' views and needs seriously and this issue of SHEDA news features the outcomes of a member telephone survey conducted late in 2008. (See overleaf.)

Please don't forget that your feedback and suggestions are always welcome.

CONTACT DETAILS

email Sharon Parker at **sp@heathcote-coleman.co.uk** or myself at **mike@lyntech-systems.ltd.uk** or just pick up the phone!



Survive the recession – downsize but don't shrink standards

By Mike Lynch, President of the Storage & Handling Distributors' Association (SHEDA)

The rising tally of business failures and grim economic analyses bring daily reminders that it's a perilous trading world out there.

Surviving in a recession is difficult, but not impossible, and firms are taking some tough decisions in a bid to stay afloat. The quest to reduce overheads has understandably become something of a national obsession.

However, cost-cutting can become false economy if a business pares back too far or sheds its most valuable resources – often the skills and experience of its people – only to lose out to better-prepared rivals when the economy revives. Investigating every avenue before considering redundancies can make a vital difference to your company's long-term viability. The solution could lie in downsizing – an ideal opportunity to save on rent, rates and related overheads and prepare for a return to a stable and improving economy without compromising on efficiency, safety or future expansion prospects.

Now could be the time to ask some prudent questions:

- **Could I free up vital floor space for new income generation** – for example sub-letting a business unit or units by freeing up space through well-planned reconfiguration of your storage and handling facilities.
- **Could I make better use of my available stock space?** How often do you see small products stocked on large shelves or a multitude of products stored together? If you are using storage compartments without careful thought to the time and expense of and stock rotation, the cost of potential damage and even the time and cost of an annual stock take, you could be ignoring vital savings.
- **Am I making all my available headroom pay its way?** A mezzanine floor or two-tier racking/shelving system could save you money by increasing efficiency, reducing loading and retrieval times and condensing stock into a more manageable space.

Of course downsizing involves investment – so it makes sense to get expert independent advice to ensure the system you choose is likely to save you money in the long term.

SHEDA, the storage and materials handling industry's leading trade association, provides impartial advice and guidance on safe and effective storage and handling solutions, and its members follow a strict Code of Conduct.

SHEDA members, who sell and install a huge range of racking and shelving systems, have always offered a value-for-money solution to all of their clients and endeavour to ensure that what they supply is the most suitable and cost effective answer to any storage problem.

Safety is another major priority that no recession-proofing business can afford to ignore and health and safety considerations are another major reason for buying new racking and shelving. There is an understandable reluctance to spend money on products that are considered “nice but non-essential” and it might be tempting to combat the pain of the credit crunch by buying second-hand storage and racking equipment. But buying second hand carries a risk of compromising on health and safety standards, a major priority for SHEDA which works closely with the Health and Safety Executive to monitor standards and keep its members up to date.

It is no longer practical or legal to make do and mend with old or used and untested equipment. And there's the risk of taking a real financial beating for any company that does. Serious breaches of stringent health and safety legislation that governs the materials handling and storage solutions industry could leave a company exposed to devastating financial consequences. In the worst circumstances, this can involve invalidated insurance cover, six-figure fines, multi-thousand pound compensation claims, even the threat of imprisonment. A client who is determined to buy used equipment is assured an objective response from a SHEDA member who will explain the potential pitfalls and provide a relevant cost comparison. And because they are not tied to one particular product or range they can help you pinpoint the most suitable and cost-effective systems.

SHEDA members recognise that when trading conditions are at their toughest, quality and excellence matter most; and that the right choice of equipment, used effectively, can be one of the most valuable weapons in your recession survival armoury.

Log on to www.sheda.org.uk for more information about SHEDA and its members.



SHEDA Member Telephone Survey

In late 2008, a total of 21 SHEDA distributor companies responded to a telephone survey aimed at feeding back to Council the members' business needs and views on four key issues.

Council needed to know :

- if members required financial support in undertaking a health and safety audit
- if they would be interested in a potential group insurance scheme
- of any marketing support/collateral that SHEDA could provide for its members
- and generally if a telephone survey was the best method to collect member feedback.

The most significant finding of the survey, representing the views of almost 90 per cent of the membership, revealed that most would consider buying into a group insurance scheme.

Members were also asked if they would like details of the health and safety audit scheme to be part funded by SHEDA. Of those surveyed, 81 percent already had adequate health and safety measures in place. Three members requested details of the SHEDA package.

Supporting SHEDA members with information to give to their customers is a key requirement and one member specifically requested more copies of Ten Reasons to Choose a SHEDA Distributor leaflet. The networking and communications platform we provide is well recognised and SHEDA Newslines is valued as a communications tool which can be circulated to members' staff.

One member commented that 'SHEDA does what it says on the tin!' and he believes the logo is an important tool in convincing buyers (particularly corporates) that his company is serious about business. This member would like to see the profile raised even higher and this is a key task which Council is addressing through a new classified advertising campaign and its continued editorial programme.

Finally, more than 80 per cent of members found a telephone survey a quick and useful way of providing SHEDA with feedback. This gives Council a clear mandate to ask the membership for views on other key issues in the future.

Recession beater:

Council seeks member savings through group insurance scheme

The quest to save members money on their insurance requirements continues as Mike Lynch leads on sourcing a new group-purchasing scheme designed to help members save on vehicle and business insurance. More details to follow.

Industry will come to standstill on May 15

The storage and handling industry will once again come to a standstill on Friday May 15 as SHEDA holds its 28th AGM. There is a change of venue this year to the Stratford Manor Hotel, Stratford upon Avon.

We're betting that competition for awards will be even fiercer in 2009 as manufacturers battle it out for the honour of being nominated Supplier of the Year and winning Most Improved Supplier. But who's getting the latest 'accolade', the Wooden Spoon?



IMPORTANT: YOUR REPLY IS REQUIRED **NEW VOTING FORM FOR SUPPLIER OF THE YEAR 2008.** **DEADLINE: MARCH 20th**

Voting's never been easier, it's simpler and it's quicker! The Supplier of the Year nomination process has been simplified and streamlined.

Based on your trading experiences in 2008, you are now asked to vote for FIVE companies in total. The voting is as follows: first, second, third, Most Improved and 'The Wooden Spoon'.

For quick ready reference, you'll be spoilt for choice as the form lists more than 30 of the companies you might consider.

We won't cause a stir

The Wooden Spoon 'winners' won't be named and shamed at the AGM but SHEDA would like to know in strictest confidence about the worst supplier you have dealt with over the last 12 months and the company will be notified accordingly.

IS THE VOTING FORM STILL ON YOUR DESK? Return it quickly by post/fax/email to Sharon Parker for Friday March 20th at the latest.

Fax: **0121 454 4949**

Every vote counts!

Lifetime Contribution Award

If you would like to recommend an individual for the Lifetime Contribution Award for 2008 or in the future, have a word in the ear of Mike

Lynch or Sharon Parker at the SHEDA office. Council always welcomes nominations for the most respected names in the industry.



SHEDA

Off-the-shelf tray strength from Anco Storage Equipment

Anco Storage Equipment Ltd has introduced a new range of plastic shelf trays designed for extra strength, ergonomic performance and value for money.

The biggest design change is an innovative new sprung bar at the rear of the container that acts as both handle and back stop and works on any type of shelving, provided there is no reinforcing bars underneath. It allows the user to withdraw the tray safely from the shelf giving 90% clear picking or stock replenishing space.

Other design improvements include extra rigidity, thanks to reinforced side panels and a flat bottom with reinforced skirt. And the bins are stackable, providing more efficient stock management.

The light blue trays come in four depths (300, 400, 500 and 600mm), two widths (117 and 234mm) and two heights (90mm and 140mm). Each tray has an improved handle at the front and a large label holder. Trays can be subdivided with interlocking dividers and offer space



for a large label. The 117mm wide trays can be cross divided while the 234mm can be divided front to back or across.

[CONTACT DETAILS](#)

Gavin Hurman, Tel **01403 785985**

System Store Solutions reduce your carbon footprint and saves you money!

David Price of System Store Solutions explains how reducing weight in transportation cuts costs and tackles your carbon footprint at the same time.

The British motorsport industry has been, over the course of the last 50 years, one of the great success stories of UK commerce.

Yet there are challenges ahead. Old bridges such as a reliance on tobacco sponsorship have been crossed – but the new issues are perhaps even more fundamental; the ongoing advance of globalisation and the challenge of responding to the need for environmental responsibility. One of the most pressing matters in the motorsport industry today revolves around the reduction of carbon footprint. There are a number of ways in which this can be tackled. One measure is to reduce the physical weight of components and tools transported to race meetings.

System Store Solutions has developed an innovation that not only tackles carbon footprint reduction, but also cuts the cost of transportation. This simple-but-effective solution is a specially designed aluminium drawer which replaces the steel drawers present in trucks and fly-aways. Because these drawers are lighter, the weight-bearing steel rails housing the drawers can be lightened by drilling out sections of them.

On a recent race truck re-fit project, the aluminium installation came out a colossal 343kg lighter than comparable steel re-fit. Because the goods being transported are mainly lightweight items and electronic components, the traditional steel structure is unnecessary and freight charges can be greatly reduced.

For more information on system Store Solutions Aluminium Drawer System:

[CONTACT DETAILS](#)

David Price today

Tel: **01622 859522** Fax: **01622 858 746**

Email: sales@systemstoresolutions.com



ERGO – speedy storage solutions in kit form



BITO has launched ERGO, an innovative and versatile modular storage system that comes in kit form and is designed for fast and easy self assembly.

ERGO kits are made up of robust, epoxy-coated steel tubes of the same diameter to provide a versatile storage system that is suitable for a host of applications.

Unlike some modular tube systems, simplicity and versatility are built in to the ERGO system. The kits require very few tools to assemble: simply cut the tubes to length, mount the connectors and tighten the bolts. Research* suggests that this kind of modular system can help to improve productivity.

With just 12 standard components, it allows users to set up live storage units, material supply shelving and general purpose racks rapidly and at a competitive price – and then reconfigure the shelving easily when required.

And because all ERGO's tubes have a 28.6 mm diameter, only one size of nickel-plated and varnished connector is required.

Tubes have a 1mm or 2mm wall thickness, depending on the application, and are available in two standard colours. For the electronics industry, BITO also provides an ESD version.

Add accessories such as adapters, roller tracks, castors and levelling feet and you can devise customised rack design and easy reconfiguration suitable for production and assembly zones or a variety of other logistics and supply chain applications. For example, adding roller tracks turns ERGO into a simple dynamic storage system; adding castors adds instant mobility.

BITO's ERGO is ideal for manufacturers operating Kaizan, lean manufacturing or Continuous Improvement Process (CIP) as the shelving can provide a simple yet effective solution to help reduce travel routes at assembly workstations and give easier access to supply stocks, along with a host of other logistics applications.



Ergonomic design

*The ERGO design was based on a study on the improvement of assembly workstations, by the Fraunhofer Institute of production technology and automation at Stuttgart. This showed that optimum ergonomic conditions, minimum reach distances and the ideal positioning of supplies and devices allows productivity gains of up to 15 per cent at little expense. The study concluded that the ideal solution would be a modular tube system with minimal components, allowing companies to build individual storage, transport rack, assembly workstation or auxiliary unit to their own specification.

Edward Hutchison, Managing Director of BITO Storage Systems says: "ERGO's simplicity delivers these advantages – in particular versatility both in use and reconfiguration as well as ergonomic storage and transport of components to avoid damage."

CONTACT DETAILS

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Moresecure launches Cantistor Cantilever Racking

Moresecure recently introduced Cantistor, a new range of Cantilever Racking. Designed, tested and manufactured to SEMA standards, Cantistor is the ideal solution for storing long loads such as packs of timber or steel pipes.

Easy to install, Cantistor components are simply bolted together on site using the fixings provided. Arms and bases are bolted to columns allowing for maximum flexibility and facilitating quick assembly and easy conversion from single-sided to double-sided racks.

The Cantistor range is versatile and flexible. Columns are punched at 76mm increments to allow for simple arm adjustment for different load sizes. Arms are welded at a 2° angle to ensure items such as tubes do not roll off during loading and unloading.

Components are provided in a hot-dipped galvanised finish as standard and can be used for external and internal applications.

We have a PDF Data Sheet available as well as an electronic Enquiry Form. To get copies, please contact the Moresecure Sales Office.

[CONTACT DETAILS](#)

01952 683900



PEOPLE MOVES: Hedley Brook-Carter joins Redditch Partitions and Storage

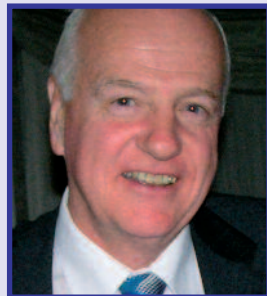
The Redditch Partitions and Storage Company Limited has appointed Hedley Brook-Carter to help with further development of sales and marketing.

MD Luke Egan explained the appointment is part of the company's ongoing expansion plans,

Initially Hedley will focus on the QB Floors (trade only) mezzanine floor side of the operation where he has already undertaken market research to establish QB's market position. The aim now is to maximise the product's competitiveness and create a "fit-for-purpose product at a fit-for-purpose price".

Hedley commented: "Having known technical director David Wilkes and his team at QB for some years, I have not been surprised to find that they are well respected in the market place but there is room for manoeuvre to ensure that we do not provide a battleship where a cruiser will suffice.

Our aim is to design cost out of the product to the competitive benefit of our distributor clients. I use the word client as our wish is to develop long-term partnering relationships with distributors, rather than operating on a one-off basis".



Mezzanine Floor Application within a Cold Room

The Redditch Partitions and Storage Company Ltd have recently completed the design, manufacture and commissioning, of a mezzanine floor in an ice cream cold room, operating at - 30°C

The structural framework was complemented by open grid style, rectangular mesh decking, to allow maximum air flow between the ground and first floor. Handrail and staircases completed the installation. While the mesh decking was galvanised, the client required a painted finish to all other elements and a suitable paint capable of enduring - 30 °C was applied.

The standard grade of steel (S275) is only suitable down to - 20 °C, so the grade of steel used was S355.

To avoid the risk of rust being triggered by temperature changes, galvanised structural fasteners were used in place of zinc plated.

The fitters installing the mezzanine had to operate at - 30 °C wearing protective clothing during the build, and taking regular breaks from the hostile conditions in which they were working.

The installation was completed on time and to the complete satisfaction of the client.

