



# CASE *Master* STUDY: *Cutlery*

**“Working together to find the right solution.”**

## *The Journey to Secaucus*

In 1981, the Lee family opened a small cutlery and sporting goods shop in Times Square. By 1984, the entrepreneurial family was working with manufacturing companies in Asia and importing swords, knives, martial arts equipment and other products. The wholesale business grew substantially, and so did the need for better facilities. After several relocations, in 1997, Master Cutlery settled into a 70,000-square-foot facility in Secaucus, NJ. But growth continued and the Lee’s began envisioning a bright, airy and efficient 110,000 square-foot order picking facility across the street.

## *The Need for Space & Speed*

When that new building became a reality, Master Cutlery President, Victor Lee, hired Atlantic Handling Systems to analyze the dynamic storage of the Secaucus facility to select and implement equipment that would notch up productivity and bolster customer service and satisfaction. Upon evaluation, John Cosgrove, President of Atlantic Handling Systems, identified Master Cutlery’s three major needs:

- More space for inventory
- A more efficient way to fulfill orders to replace the cumbersome, static storage of the pallet rack system
- Better carton support for the corrugated cardboard that often ripped due to uneven weight distribution.

“We knew that implementing Span-Track into the overall design of the warehouse would address all of these problems,” says Cosgrove. Atlantic Handling Systems

placed the Span-Track carton flow system on the floor level within the existing pallet rack to maximize pick efficiency. Two levels of high-density pallet storage were placed above, maximizing space utilization.



## *The Results: Realizing the Big Benefits*

Master Cutlery has evolved from a small retail operation to a company that offers 7,000 knife products. “Our catalogue is 300 pages long.” Lee added, “if we want to continue on a growth track, we have to find ways to maximize our space and efficiency. Span-Track helps us achieve those goals.”

The Ultimate Goal is Customer Satisfaction. Lee says that Span-Track allows employees to “work smarter, not harder. We are fulfilling orders efficiently, effectively and accurately. And at the end of the day, Span-Track pays for itself because of the reduced labor costs.”

The carton flow system is good for employees and Master Cutlery, and it’s also good for customers. Lee says, “More accurate and timely delivery of orders means higher customer satisfaction. A company’s reputation is built around products, price and service. Investing in the right equipment can help you provide the best of all three.”