

## CASE STUDY:



### BACKGROUND

Victorinox Swiss Army, Inc. is the exclusive United States, Canadian and Caribbean marketer of Victorinox multi-tools, cutlery and timepieces. It sells apparel throughout the world under the Victorinox trademark and has flagship retail stores in New York City and in Tokyo.

Swiss Army's North American headquarters and distribution facility was growing old and they were in need of additional space due to growth. With land restrictions in their current location, expansion was not an option so they determined that they needed to construct a new facility.

### CHALLENGE

As business continued to grow, so did the number of products/SKUs (stock keeping units) that Swiss Army distributed to its customers. They knew this new facility needed the equipment and technology to support these increased volumes. Swiss Army contracted Gross & Associates, a material handling and logistics consultant, to design their new distribution system. With the design complete, Swiss Army and Gross needed a partner to implement this system to achieve their goals for maintaining and supporting this increasing number of products. The Beacon Group (TBG) was selected as this partner.

### SOLUTION

TBG procured and implemented a \$2MM automated material handling system for Swiss Army. Included in the equipment and technologies provided were;

- 3-Level Pick Module including Flow Rack and Shelving
- Conveyor & Sortation System
- VNA Structural Pallet Rack
- Lift Truck Equipment

Beacon was able to procure and supply a blend of new and used hardware to reflect Swiss Army's desire to build an environmentally friendly ("green") facility. The culmination of these technologies was a drastically improved distribution system that greatly improved efficiencies and increased productivity.

### RESULTS

The project was completed in October 2007. The result was a state-of-the-art facility that can serve Swiss Army's needs for many years to come. Swiss Army has achieved exponential improvements in terms of customer service and operational efficiency due to the new system.

Swiss Army Vice President and project leader, Jim Cary, had this to say about The Beacon Group;

*"TBG was instrumental in the commissioning of our new North American headquarters and distribution center. Their team brought a level of dedication, expertise and professionalism that a project of this magnitude demands. I would gladly recommend Beacon to any company that has plans to build or expand operations"*

For more information this project and The Beacon Group go to [www.tbgintl.com](http://www.tbgintl.com)