



Online Footwear Retailer

The largest horizontal carousel system ever built.

Jason Margolis/PRI

THE CLIENT

A major e-commerce retailer of footwear, apparel and accessories.

THE SOLUTION

PULSE and Diamond Phoenix designed and integrated an order fulfillment system that includes the largest horizontal carousel system ever built, measured in cubic feet of storage space. The solution included a series of major innovations across all elements of the carousel system mechanics, controls and software.

THE BENEFITS

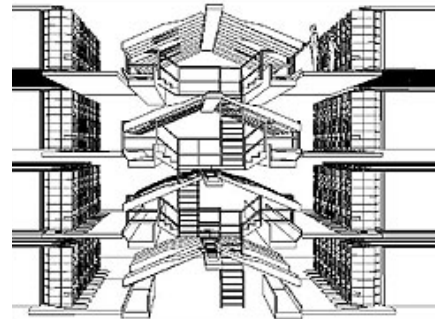
- Reduced cost per unit shipped
- Reduced cost/cubic foot of storage
- Productivity increase
- Ability to react in an efficient manner to dramatically increasing volumes

“ We believe the innovations developed for this application set the stage for implementing carousel technology, easily and cost effectively, in a variety of new industries, including apparel and footwear. The cost per cubic foot of storage has been reduced by up to 40%, allowing productivity increases to significantly improve ROI for our clients. **”**

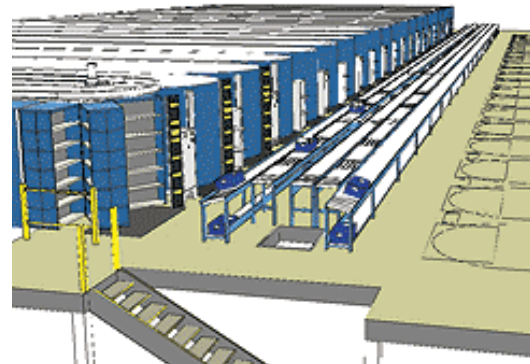
- Tom Coyne, CEO of Diamond Phoenix

THE CHALLENGE

The client needed a way to control the costs associated with filling tens of thousands of orders per day in a direct-to-consumer environment.



120 carousels x 6,300 cubic feet each = 756,000 cubic feet of storage



CONTACT US TODAY!

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