

Warehouse manager converts from non-believer to Storeganizer ambassador



About Everten

Growing at a rapid rate, online kitchenware store Everten streamlines its warehouse activities with a practical solution from Storeganizer

Hired by Everten in 2017, seasoned warehouse manager Kelvin Plain faced the challenge of streamlining the warehousing activities of a business that was growing rapidly. Initially hesitant, he decided to give the Storeganizer solution a chance – and the results were very persuasive. “Observing a cost-benefit as well as a commercial benefit, soon after implementing the Storeganizer solution, turned me into a firm believer,” says Kelvin.

The challenge

When he joined Everten, Kelvin immediately had to deal with the fact that the company was outgrowing its 1,056 m² warehouse. “Business kept growing at a very fast rate, and our product range kept expanding due to several acquisitions,” explains Kelvin. “Of course, as an online kitchen supplies store, a considerable part of our stock consists of smaller items, and the regular shelving solutions we were using were actually very inconvenient for those kinds of items. A lot of picking and packing issues ensued. Items took longer to be stored, were pushed to the next location, were interchanged or got mixed up, which led to time-consuming stock discrepancies and mispicks. We were at the limit of our warehouse capacity, and we were already exploring our options to move out.”

Founded in 2004, Everten was one of the first online kitchenware retailers in Australia and from humble beginnings has grown to provide the widest range of knives and kitchenware online to service commercial, professional and even the home cook that dreams of starring on Master Chef. This Australian family-owned business, made up of family-oriented and passionate people, sells and distributes over 20,000 kitchenware products from one location.

Through the Everten owners, Kelvin got in touch with Storeganizer’s Australian partner and distributor, MarketKnowledge. “I must admit that I was very hesitant to follow up on their advice to install a Storeganizer solution,” says Kelvin. “I’ve got 25 years of warehousing experience on my CV, running 22 different warehouses for a variety of other companies, and I had never seen or even heard of such a system. I didn’t want to lose money investing in a solution I had difficulties believing in.” Convinced that it would quickly persuade Kelvin, MarketKnowledge proposed a proof of concept for the Storeganizer solution.

The solution

Everten received four Storeganizer bays on trial to experience the solution first-hand. “Those first four bays arrived at what must be the most hectic time of the year: Christmas, when our sales generally double,” Kelvin remembers. “As a result, we anticipated that the implementation would cause quite some mayhem. We didn’t have a single square metre to spare and no existing set-up. We needed to clear an area for Storeganizer to install bays of racking and prepare the Storeganizer solution. Everything needed to be done

collaboratively and simultaneously, without interfering with the everyday operations of our business.”

It didn’t take long for the advantages offered by Storeganizer to become clear. “For starters, thanks to the individual pockets, items could no longer be pushed to the next location,” says Kelvin. “Picking errors dropped dramatically. Also, even though we only had a small percentage of our stock picked in that area, we observed a hit density improvement.” Once past the Christmas rush, Everten didn’t hesitate to put in another order of Storeganizer bays. Within a year, 14 additional bays were installed.

Optimising the warehousing platform while keeping pace with business growth

While the 50 m² area where the Storeganizer solution is situated held about 10% of the total stock before, that very same footprint now contains 25% of the stock lines. Everten combined small, medium and large pocket sizes, totalling 2,759 storage locations. “This configuration allows us to store no less than 4,900 SKUs instead of the 1,500 SKUs we had on the

BEFORE 10% of total stock



AFTER 25% of total stock



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In 2018, Everten experienced a growth of 60% in sales, and the 2019 Q3 numbers

already indicate another 15% on top of that. Kelvin believes that Storeganizer played an undeniable role in that success, allowing the company to optimise the warehousing platform and postpone moving, while keeping pace with the growth of the business. “In the end, there is a cost-benefit, as well as a commercial benefit. If the business keeps on growing, which looks likely, we’ll have to explore the options for further densification of our warehouse. This site has the potential for conversion into roughly 20 to 30 more bays, but we

may need to move after all. In that case, Storeganizer will definitely come along.”

“I honestly didn’t think it would work,” admits Kelvin. “I needed to see it to believe it. That’s why I agreed to showcase the Storeganizer concept to other potential customers. And I must say, people are shocked by our figures.”

Bay type	No. of Bays	No. of Locations per bay/total	Pocket sizes
Small locations	4	234/936	w260 x d320 x h220mm
Medium locations	8	160/1,280	w320 x d320 x h240mm
Large locations	3	84/252	w370 x d500 x h280mm
Combination	3	49 large & 48 medium / 147 large & 144 medium	w370 x d500 x h280mm & w320 x d320 x h240mm
	Total: 18	Total: 2,759	

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Kelvin Plain, Warehouse Manager, Everten Group Services

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