

PORCELANOSA

Case study: Porcelanosa

Communication and understanding: the keys to the success of Interlake Mecalux and Porcelanosa Grupo

Location: USA



Practically since their birth, Mecalux and Porcelanosa have had a close commercial relationship that has materialised in multiple common projects. In fact, Mecalux has equipped a large part of Porcelanosa Grupo's warehouses and logistics centres throughout the world. Interlake Mecalux, the company's subsidiary in the United States, has installed pallet and cantilever racks in Porcelanosa's new warehouse in Ramsey (State of New Jersey).



Porcelanosa, a synonym for internationalisation

Formed by a total of eight companies, the Porcelanosa Group is one of the most internationally recognised and present manufacturers of ceramics, kitchen furniture and bathroom fixtures.

Opened in 1973 in the small town of Vila-real (just 70 km from Valencia, Spain), it has since become a benchmark in technology, design and quality.

The expansion of this manufacturer has been consolidated in recent years with the inauguration of around 1,000 points of sale in 150 countries.

It opened shop in the United States more than 30 years ago and has since become a key ally for owners, architects, designers and public and private developers.

The importance of good communication

When Porcelanosa needs to equip one of its logistics centres in any of its delegations, it is clear who it should ask for help: Mecalux. The two companies have built a close relationship based on good communication.

According to José Año, Porcelanosa's logistics manager, *"when we meet with the Mecalux technical team, we do so with the aim of explaining our needs and exploring the best storage solution for our products."*

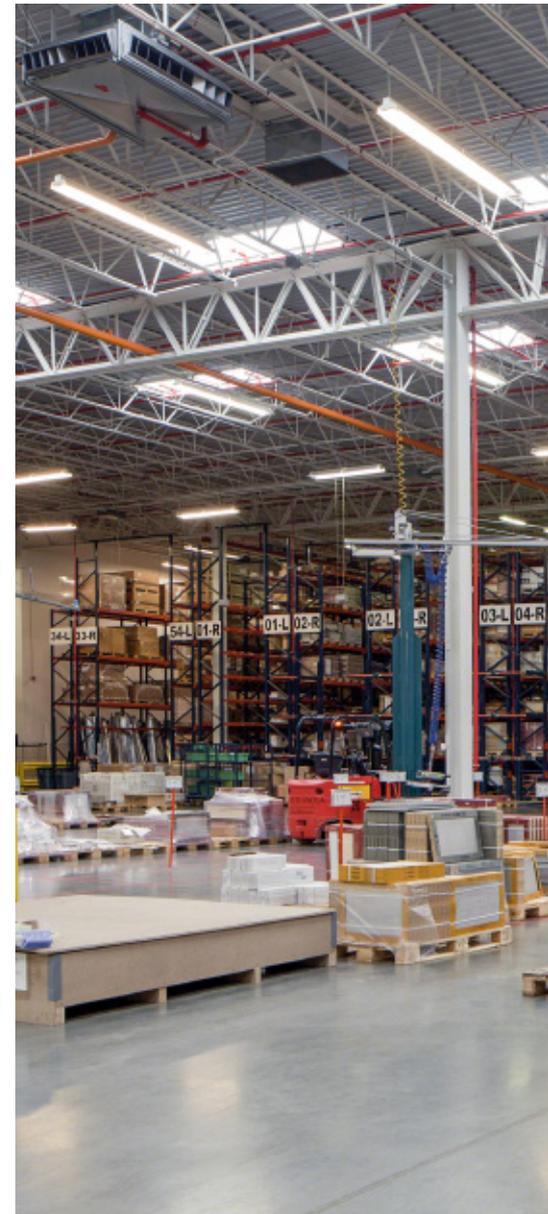
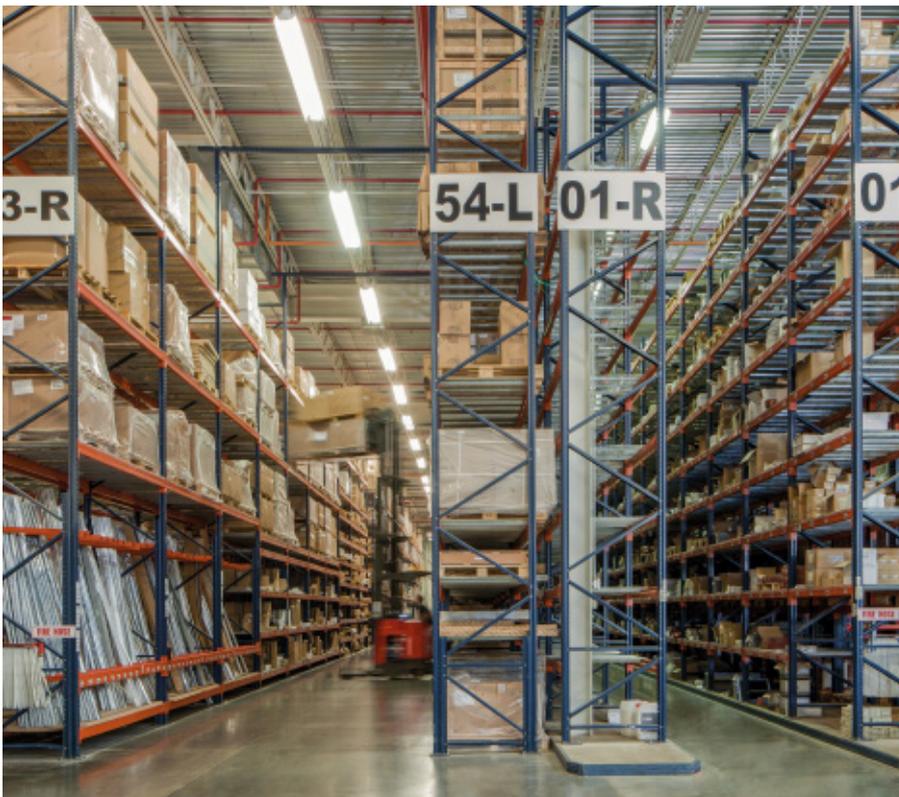
A warehouse must evolve and adapt to the new requirements of business demand. In the case of Porcelanosa, it usually rethinks all its logistics centres every two or three years, approximately. These renovations can consist, for example, of readjust-

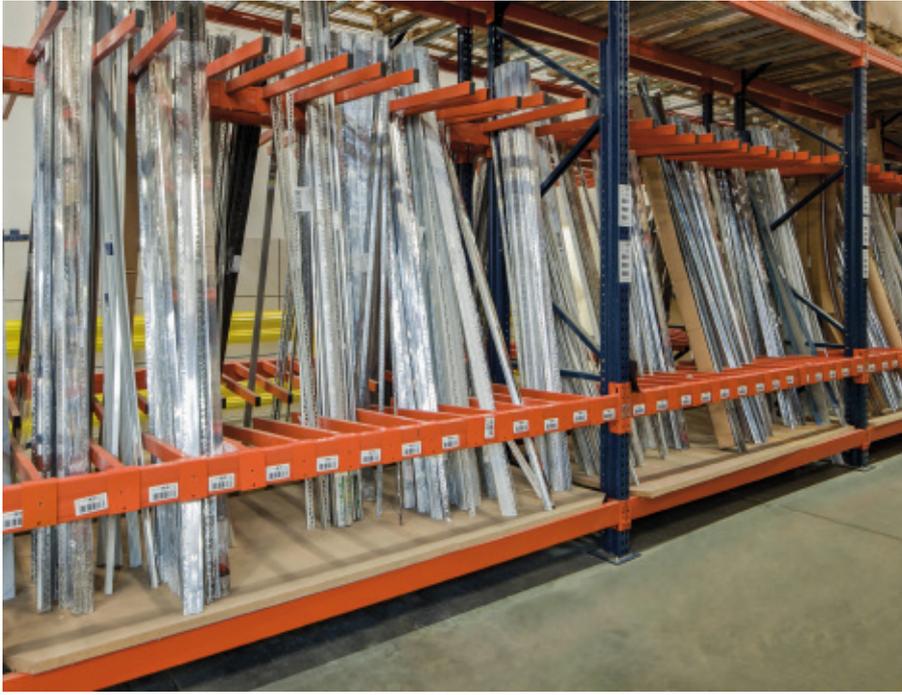
ing the shelves to adapt them to the variety of products being sold or an extension to accommodate a larger number of pallets. *"Periodically, we meet with Mecalux and we go over other storage systems implemented in other projects. After analysing them, we choose the one that seems most appropriate for our facilities,"* adds José Año.

Needs of Porcelanosa

Porcelanosa required a storage system capable of accommodating large pallets weighing up to 1,400 kg for its 2,600 m² warehouse in Ramsey, New Jersey.

In addition, it had to be versatile enough to adjust to changing market trends and, in José Año's words, *"it was vital that we maintain the same standards of quality and service for our customers in the United States."*





Pallet and cantilever racks as a solution

Porcelanosa has benefited from the advantages offered by pallet racks. On the one hand, direct access to products facilitates the entry and exit of pallets, while at the same time increasing the speed of order fulfilment.

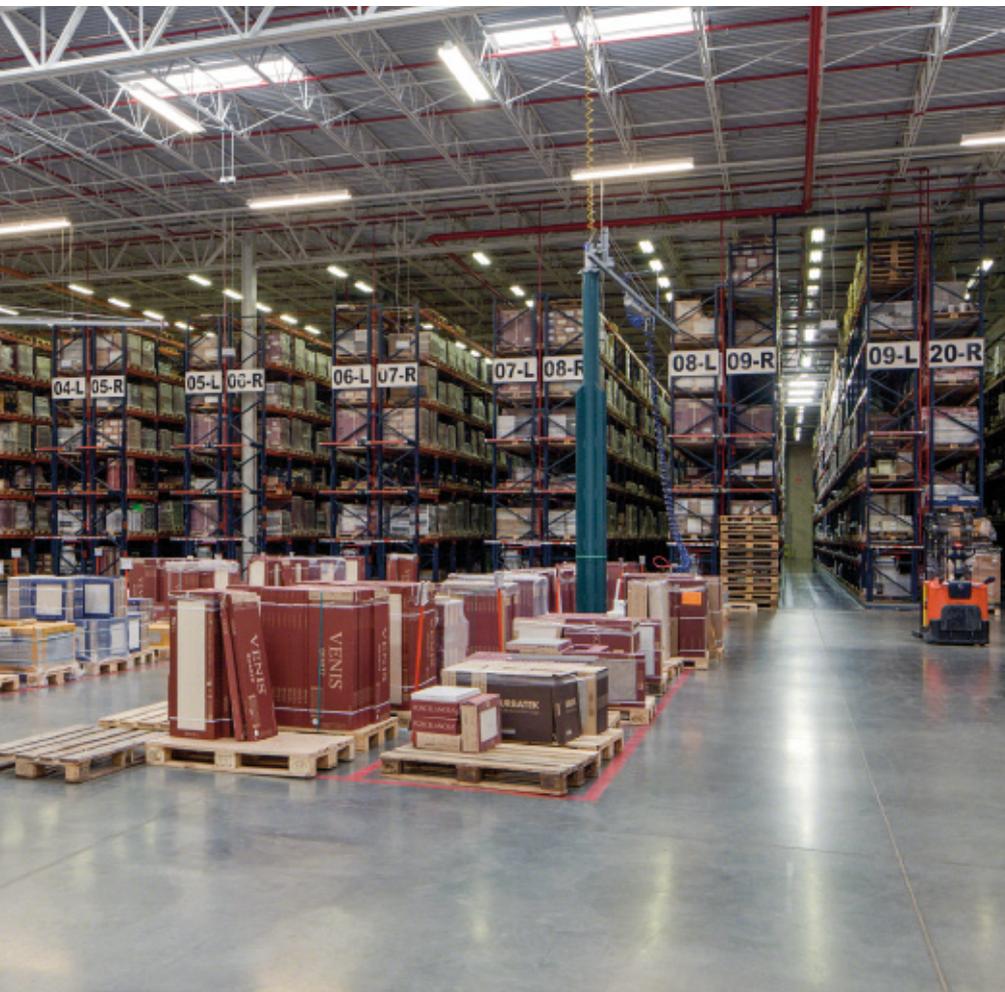
On the other hand, the adaptability to pallets of different volumes, dimensions and weights such as those owned by the company.

Cantilever racks are ideal for products that are stored without a pallet base or that are large in size. The rack's parts are easily configurable and can be adapted to the different dimensions of the goods. This system also offers direct access to all SKUs.

With these two solutions, *"we have reached a storage capacity of 16,000 pallets. The products remain in stock for a maximum of four months, depending on sales,"* specifies the company's logistics manager.

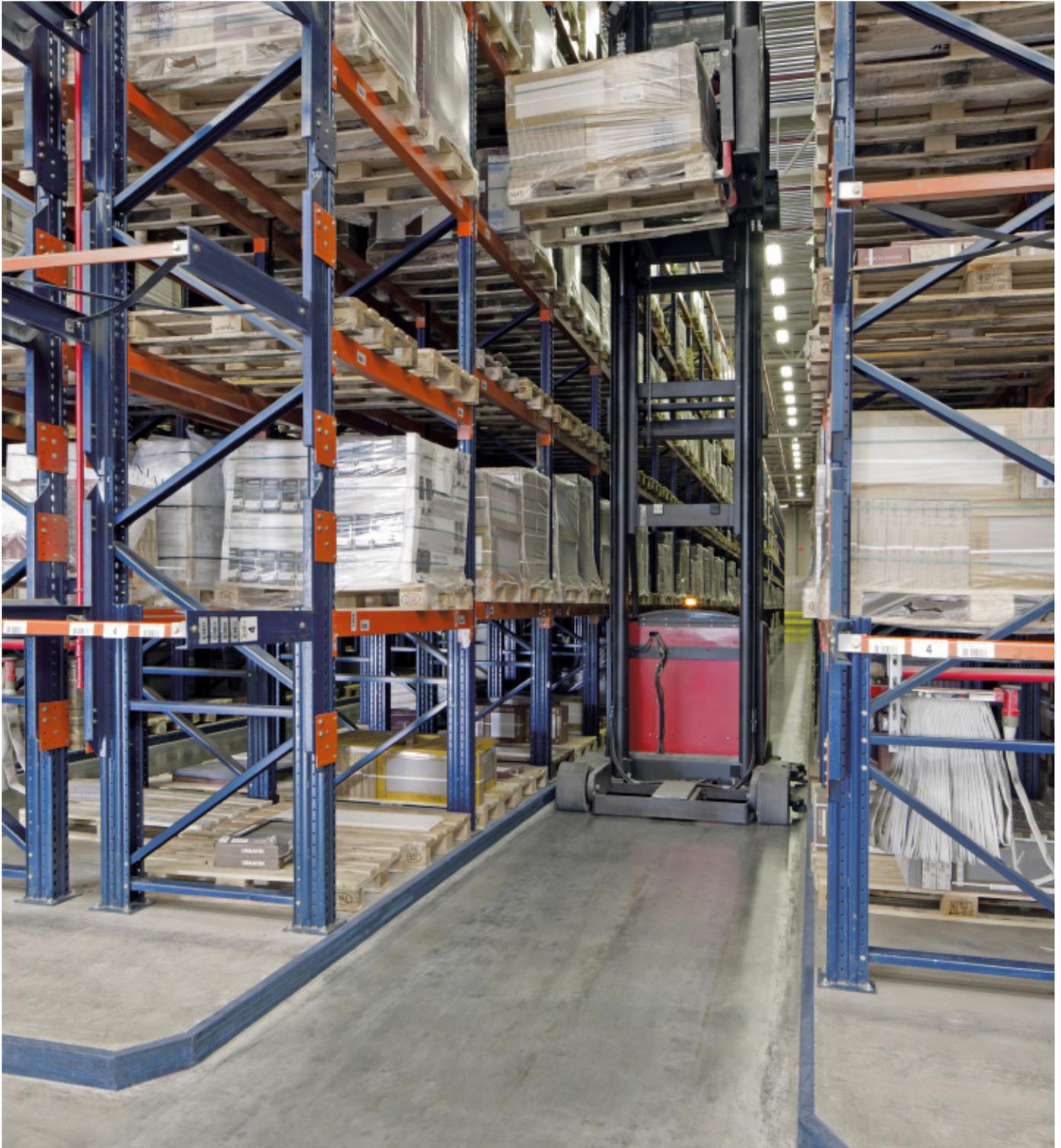
The Ramsey logistics centre has been a great improvement for Porcelanosa. Thanks to this installation, the company can provide a much faster and more efficient service to its customers in the United States.

In the United States, Interlake Mecalux has also equipped Porcelanosa Grupo's logistics centres in Maryland, California, Texas and Florida



José Año
Porcelanosa Logistics
Manager

"Interlake Mecalux's solutions have helped us to increase our storage capacity. As a result, we are able to maintain our growth rate achieved to date, as well as the quality of our service that characterizes us as a company."



Advantages for Porcelanosa

- **Customised solution:** Interlake Mecalux shelving can be adapted to pallet dimensions and possible changes in warehouse operations.
- **Greater control over products:** Porcelanosa always knows which products enter and leave the warehouse, since its goods are well-organised.
- **Increase in storage capacity:** the combination of pallet racks with cantilever racking allows each product to be stored in the most suitable storage system as per its characteristics. Overall, it can house 16,000 pallets.

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