

# Six optimized cold stores

Italian logistics provider Genta Lodovico Srl once again relies on Mecalux, installing mobile racking in its logistics center in Italy.

Country: **Italy** | Sector: **transport & logistics providers**



## CHALLENGE

- Optimise **space** to increase capacity.
- Reduce operating **costs**.
- Ensure **direct access** to any product.

## SOLUTION

- Six **cold stores** with Movirack mobile racking.

## BENEFITS

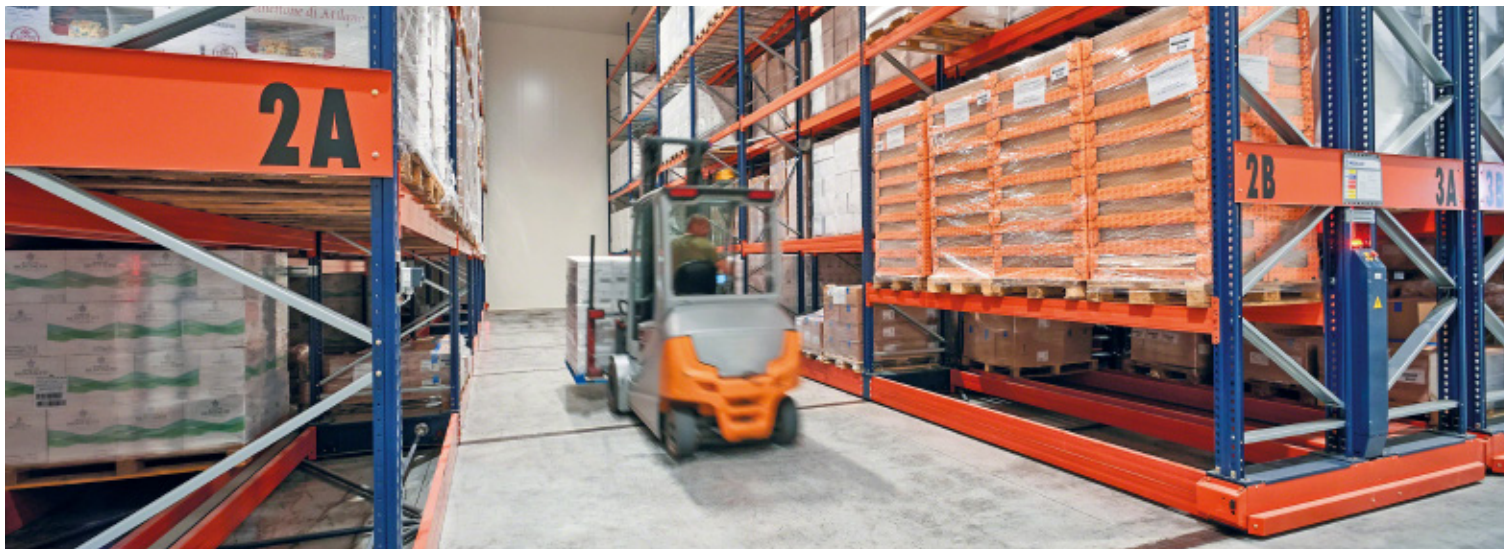
- **Lower** logistics and energy consumption **costs** thanks to a solution that makes full use of available space.
- Storage and distribution of **700 pallets a day**.
- **Direct access** to 4,290 pallets.





Genta Lodovico Srl is an Italian company that specializes in the storage and transportation of empty bottles and bottled beverages. The company offers its customers the option to control their entire supply chain: product identification, storage for as long as necessary, dispatch, and shipment of orders to end customers.

- » **Founded in: 1945**
- » **Total storage space: 452,085 ft<sup>2</sup>**



Being equipped with high-density storage systems is the perfect solution for optimizing space and cutting down on energy consumption in rooms operating at controlled temperatures, whether frozen or refrigerated. Well aware of this, Genta Lodovico Srl chose this type of logistics solution to outfit its 430,557 ft<sup>2</sup> distribution center (DC) in the town of Santa Vittoria d'Alba in northern Italy.

The center comprises two warehouses. In the first, Genta Lodovico Srl set up racking with the Pallet Shuttle system and pallet racks from Mecalux to store over 7,000 pallets containing alcoholic beverages.

The logistics provider recently equipped its second warehouse with Movirack mobile racking, the only compact system offering direct access to all the products stored. This

facility manages palletized goods such as wine and canned foods.

Domenico Genta, owner of Genta Lodovico Srl, says: “The mobile racking system from Mecalux allows us to leverage our available warehouse space even better than the Pallet Shuttle system we use in the other plant.”

The reason why this system is so efficient is that the racks are compacted, leaving open the working aisle selected by the operator. Genta says: “Thanks to the mobile bases of the racks, access to the pallets is direct. We can open an aisle whenever we want and identify the type of product we need at a glance.”

High-density systems also maximize the height of a building. In fact, this was one of Genta Lodovico Srl’s main needs before commissioning the warehouse: “We were looking for racking that would make the most of our new facility and its 33-foot height. The racks on mobile bases provide 80% to 120% more capacity compared to pallet racks.

### Six cold stores

The refrigerated rooms in Genta Lodovico Srl’s DC provide total capacity for 4,290 pallets stored at 41 °F. With five storage levels, the racks stand 29.5’ tall and can store pallets of two different heights: 4.3’ and 5.9’.

Once the required aisle is opened, the direct access to the products speeds up operations in addition to facilitating the location of the goods. Likewise, with the mobile racking system, several aisles can be open at the

same time for performing order picking on the lower levels. With this solution, the Genta Lodovico Srl facility stores and dispatches an average of 700 pallets a day. This mobile racking solution is also highly efficient in cold storage warehouses because it notably reduces energy consumption used to generate cold air by optimally distributing it among the pallets.

### Maximum safety and durability

The Movirack mobile racks incorporate safety devices that protect both warehouse workers and the goods. These systems comply with all safety regulations in force, ensuring incident-free operation:

- Exterior barriers.** Stop the racks from moving when equipment enters the aisle.
- Interior barriers.** Detect the presence of objects in the aisle that would prevent the system from operating properly.
- Emergency buttons** Block the movement of the racks in the event of an incident.
- Proximity photocells.** Ensure a smooth, safe stop.

### Solution for today and tomorrow

“Our company is constantly growing. We’re really interested in investing in storage systems like Movirack mobile racks because, where we’re located, there’s a lack of these kinds of solutions,” says Genta.

The main characteristic of a cold storage facility is the use of a controlled temperature to prolong the life cycle of the goods. Thanks to the system implemented by Mecalux, Genta Lodovico Srl has a highly competitive, efficient warehouse to provide its customers with quality service.



*“The Mecalux technical team supported us the entire time, closely monitoring our project. As for the storage system installed, we’re thrilled with the use of the Movirack mobile racking.”*

**Domenico Genta**  
Owner, Genta Lodovico Srl

