



## Solving the Beer SKU Squeeze

### Features and Benefits

Durable steel rollers for heavy kegs  
High roller stop for easy picks  
Keeps kegs at the point of pick

**Industry Group:** Ergonomics Assist  
Systems Equipment  
Order Fulfillment Solutions

“You can’t go out and build a new warehouse every day or expand your existing warehouse. You have to optimize your space, which is exactly what UNEX helped us do for Atlas Distributing.”



*Sixtel kegs are stored in Span-Track carton flow positions at Atlas’ distribution center*

***A beverage distributor makes room for an influx of craft beers without adding a single inch of new floor space. How did the distributor do it? Span-Track from UNEX helped roll out the “amber” carpet for New England’s growing cast of flavorful brews.***

At Atlas Distributing, Inc., Director of Operations Shaun O’Halloran faced a conundrum: His inventory of craft beers had steadily increased in the past year and more were on the way.

***“We had anticipated growth in the craft beer industry,” recalls Shaun. “Inventory was growing in the cooler, and it seemed like we were getting new SKUs every day.”***

In late 2013, Atlas Distributing was awarded the distributorship for Yuengling, a popular lager from a brewery in Pennsylvania. “Yuengling had not been distributed in Massachusetts since the early 1990s, so this was a big deal — and a big line, which meant we needed to plan accordingly for the most efficient and effective use of our warehouse space,” says Shaun.



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