

SpeedCell adds thousands of SKU locations within existing footprint

About UNEX Manufacturing

UNEX specializes in engineering space-saving solutions for a variety of applications across industries such as [warehousing](#), [fulfillment](#), [retail](#), [logistics](#), and [manufacturing](#).

UNEX offers a full range of space optimization and order picking solutions, including their patented carton flow solution, [SpanTrack](#). In addition to carton flow, UNEX offers durable, modular, and portable workstations for a variety of applications with their [FlowCell](#) product line. For storing slow-moving SKUs within warehousing, fulfillment, and retail environments, UNEX offers a line of high-density storage solutions with their [SpeedCell](#) products.

UNEX is an [ISO-certified](#) company committed to quality and bringing value to its customers. At UNEX, the goal is to exceed customer expectations through continuous improvement, customer service, and employee empowerment.



Engineered Space Optimization

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“Engineered Space Optimization”

Smart Space Solutions that Transform the Supply Chain, UNEX Manufacturing

Growth & Impact



100,000+
marine and watersports products



150%
increase in pick locations



20% - 30%
increase in efficiency

SpeedCell adds thousands of SKU locations within existing footprint

Water sports retailer Overton's adds thousands of SKU locations to its existing facility with SpeedCell from UNEX.



Riding the Growth Wave

The world's most extensive watersports and marine accessories dealer, Overton's began by selling water skis out of a local grocery store in Greenville, North Carolina, in 1976. The company now provides an expanded selection of over 100,000 boating and water sports products worldwide.

Overton's faced multiple issues with their previous storage solution. Wear and tear on their bin boxes, poor cube utilization, and improperly sized pick locations did not support growth in specific categories. Order pickers had to use ladders or get on their knees to reach the back of the bin boxes. They needed a large number of additional pick slots to support their desired rapid growth in the apparel category and needed them quickly!

Increase SKU Density and Improve Efficiency

- Overton's added thousands of SKU locations with SpeedCell while still utilizing the same warehouse footprint.
- The retailer improved efficiency by 20-30% as a result of adding SpeedCell.
- The number of pick locations increased by 150%, compressing the amount for floor space required, allowing Overton's to delay significant site alterations.
- SpeedCell also increased the number of orders pulled per day per employee, allowing them to put off hiring additional staffing.
- The implementation of SpeedCell has not only increased SKU locations but also reduced travel time.

[Click Here to Read the Full Case Study](#)

Overton's added thousands of SKU locations with SpeedCell while still utilizing the same warehouse footprint, and ultimately improved efficiency by 20-30%.

Overton's, America's Marine and Watersports Superstore