

PROVIDING INNOVATIVE SOLUTIONS WHICH OPTIMIZE SPACE &  
ORDER FULFILLMENT WITHIN THE SUPPLY CHAIN

## In This Issue

Welcome To The  
Future: P.1

Who's behind the  
U.S. Roadmap for  
Material Handling &  
Logistics?: P.2

Rack Inspections  
and Repair: P.2

Is Your Contribution  
to the Company's  
ROI Lost In Space?:  
P.3

Fork Damage and  
Inspection: P.3

Upcoming Events:  
P.3

In The Press: P.3

About Associated:  
P.4

Associated  
University: P.4

## Welcome To The Future!

June 12, 2025: John Alvarez has been under his classic 1996 silver Corvette for three hours, doing what he loves: restoring old cars. His search for the source of a small oil leak is finally over—a leaking right valve cover gasket. “MyEye, stock check.”

“Yes, sir?” responds a small SmartPin clipped to his shirt. “Is there a right valve cover gasket for my Corvette in this town?”

“Checking, sir, please wait...” After confirming the meaning of “valve cover gasket” and “my Corvette” with appropriate databases, SmartPin sends a stock request via wireless connection to a central database for automotive supplies: “Stock check, right valve cover gasket for a 1996 Chevrolet Corvette, 5.7 liter V8, 4-speed, convertible. Near address: 2049 Mockingbird Lane.”

“I have found a source, sir. Please check MyEye to confirm.” Still under the car, John shifts his focus to the eyes up display in his right contact lens as it projects photographs and technical details for the part.

“Next page.... Next page. Yes, that's it. Please order for immediate delivery.” “On the way, sir.” The order is immediately placed and paid for. Inside the local auto parts store, a 3D printer begins the job. Ten minutes later, it's done.

The store's CrowdDeliver system broadcasts a request for delivery to thousands of participating mobile devices. A notification pops up in the car of Jeff Hart, who lives in John's neighborhood but has never met him. Jeff is only two blocks from the auto parts store. He clicks “Got it” and takes a left toward the store.

A clerk greets him at the service window, “Here you go, Mr. Hart. Do you see the address?” “Yep, it came up right there.” Ten minutes later, Jeff pulls into John's driveway. “John, I'm Jeff Hart from down the street. Here's your gasket. Nice car.”

Sound far-fetched? It's not—in fact, it might not even go far enough.

The fictional tale of John Alvarez and his Corvette is just one possible scenario for the future, as envisioned by the U.S. Roadmap for Material Handling & Logistics. The Roadmap, published in January 2014, is a 67-page report and action plan written for the material handling, logistics and supply chain industry. It identifies 65 capabilities the industry

needs to develop to increase productivity, reduce costs, create jobs and enhance the global competitiveness of the U.S. between now and 2025.

The ultimate solutions to topics addressed in the Roadmap will profoundly impact our lives in a variety of yet-to-be-seen ways. The issues it raises include:

How will products be manufactured and where? What gets distributed, and from where and when? How quickly and efficiently will items move through the supply chain? The capabilities that ultimately develop in response to these types of questions will directly affect our country's productivity, way of life and ability to compete internationally.

In the Roadmap, those required capabilities are spread among five critical areas—technology, equipment, systems, practices and infrastructure. These are divided between:

- What 2025 will look like, as identified through 10 major trends that affect society, technology, the economy and the environment.
- High-speed, high-value material handling and logistics processes for challenging environments: total supply chain visibility, standardization, planning and optimization, e-commerce and high-speed delivery.
- Low-cost, low-impact material handling and logistics capabilities to maintain high service levels: collaboration, urban logistics, technology and automation, and sustainability.
- The workforce of tomorrow, and what is needed to develop it. The industry faces a workforce challenge, both in finding good workers and in training them. Future growth will be impossible without engineers to engineer, managers to manage, and workers to work.

The Roadmap is available as a FREE download, [www.mhl-roadmap.org/roadmap.html](http://www.mhl-roadmap.org/roadmap.html).



## Who's behind the U.S. Roadmap for Material Handling & Logistics?

The Roadmap's content is based on input from a broad, open community of thought leaders including material handling and logistics practitioners, suppliers, academia, associations, publications and government. Developed in an 18-month-long process, the Roadmap is a collaborative industry effort supported by six association partners and eight publication partners.

### Association Partners:

- American Society of Transportation and Logistics, <http://www.astl.org>
- Center for Excellence in Logistics and Distribution, [www.celdi.ineg.uark.edu](http://www.celdi.ineg.uark.edu)
- College Industry Council on Material Handling Education (CICMHE), [www.mhi.org/cicmhe](http://www.mhi.org/cicmhe)
- Material Handling Equipment Distributors Association (MHEDA), [www.mheda.org](http://www.mheda.org)
- MHI, [www.mhi.org](http://www.mhi.org)
- Warehousing Education and Research Council (WERC), [www.werc.org](http://www.werc.org)

### Publication Partners

- CSCMP's Supply Chain Quarterly, [www.supplychain-quarterly.com](http://www.supplychain-quarterly.com)
- DC Velocity, [www.dcvelocity.com](http://www.dcvelocity.com)
- Inbound Logistics, [www.inboundlogistics.com](http://www.inboundlogistics.com)
- Logistics Management, [www.logisticsmgmt.com](http://www.logisticsmgmt.com)
- Material Handling & Logistics, [mhlnews.com](http://mhlnews.com)
- Modern Materials Handling, [www.mmh.com](http://www.mmh.com)
- Supply Chain Brain, [www.supplychainbrain.com](http://www.supplychainbrain.com)
- Supply Chain Management Review, [www.scmr.com](http://www.scmr.com)



The incident shown above could have been avoided. This collapse was caused by a lack of consistent warehouse rack inspections. Failure to address damaged and missing pallet rack components led to this tragedy. Fortunately, no one was injured in the scenario but it could have been prevented by regular warehouse rack inspections and repair or replacement of damaged pallet rack components.

In order to minimize accidents it is advisable to take preventative action and invest in protection for your warehouse. One of the most common problems in many warehouses and distribution centers is impact damage caused by forklifts. This damage usually occurs at lower levels, leaving most of the upright structurally sound.

Damaged pallet rack is an important safety consideration in any warehousing environment. For years, addressing warehouse rack damage was a matter of replacing of rack components, especially the load-

bearing columns. However, the pressure to maintain continuous product flow and the substantial costs associated with this investment often overrides replacement of damaged racks.

Today rack replacement is not your only option. In recent years there have been dramatic improvements in the technology used to repair damaged rack. Rack repair can cut out the damaged areas of the rack and add a more impact resilient solution. In most instances, there is no need to unload the pallet rack.

These repairs can be done on site and offer minimal facility interruption. Additionally, the repair will maintain the structural integrity of your system and reduce maintenance costs.

Warehouse inspections for racking and for any potential safety hazards should

## Rack Inspections and Repair

A cost effective, on-site option that can restore your rack system's longevity and safety.

be part of a daily routine. Additionally, regular surveys conducted by your employees or rack supplier can help reduce safety risks by identifying damaged rack as well as possible causes of damage such as:

- Incorrect location of beams
- The overloading of beams
- Incorrect loading and positioning of pallets in pallet locations
- The use of damaged pallets

**“Repairs can be done on site and offer minimal facility interruption, while maintaining the structural integrity of your system”**

As the warehouse is potentially one of the most dangerous places to work it is therefore imperative that your racking is up to scratch in order to meet

stringent health and safety standards. Rack repair is an easy on-site option that can help to ensure rack system longevity and safety.

To learn more about identifying rack damage and the repair process please visit our website at: [www.associated-solutions.com/storage/rack-repair.php](http://www.associated-solutions.com/storage/rack-repair.php)



## Upcoming Events

**Event:** Loyola's Supply Chain Leadership Conference: Predict, Respond and Adapt

**Description:** This one-of-a-kind event will bring together supply chain experts and professionals from a wide array of backgrounds and industries to discuss today's hot supply chain topics. With a broad array of educational sessions, product demonstrations, solution applications and peer-to-peer networking opportunities this is a can't-miss event for every supply chain leader.

**Location:** Associated Corporate Office, Addison, IL

**When:** Wednesday, August 6, 2014

**Time:** 8:00 am - 7:00 pm  
Visit [www.associated-solutions.com](http://www.associated-solutions.com) for more information.

## In the Press Associated Receives MVP Status

Associated has been awarded the prestigious MVP (Most Valuable Partner) Status for 2014 in a program from the industry's trade association, MHEDA (Material Handling Equipment Distributors Association) for the third consecutive year. To be among the less than 5% of the association's membership earning the award, Associated successfully demonstrated a commitment to business excellence, professionalism and good stewardship. To view the entire press release please visit our website at: [www.associated-solutions.com/our-difference/news.php](http://www.associated-solutions.com/our-difference/news.php).

## Is Your Contribution to the Company's ROI Lost In Space?

Can you recognize, measure, reduce and manage opportunities to optimize your warehouse space?

Alan McDonald can. His twenty-plus years in supply chain has taken him to more than his fair share of inefficient warehouse and distribution center operations with underutilized space.

In a May 2014 Associated University webinar, Alan shares a practitioner's approach to uncovering the critical factors that can and do make or break the warehouse operation. Based on his example of The Perfect Order - "The right quantity of the right product delivered to the right customer at the right time." — he explains the fine line between optimizing space driven by inventory (right quan-

tity and right product) with space needs driven by resources (at the right time - workforce, workflow process, and facility infrastructure and functionality).

Alan explores the 'Why, How and Where' questions that can help to accurately measure the opportunities when considering the immediate and future investments needed to keep a warehouse functioning at capacity. Of these, his 'Why' you need to measure question is most notable because of the directness to these points of concern:

- Know when you're sinking
- Project when you are going to be sinking
- Know when you need more space...or less
- Justify recommendations to invest in improvements

Alan concludes the webinar by presenting storage and material handling systems options readily available in the marketplace that can reduce inefficiencies and optimize warehouse space with a very quick return on investment.

Ultimately, the takeaways from Associated University's Optimizing Warehouse Space to Increase Efficiency and Maximize ROI webinar resonates with managers and executives of companies that operate warehouses and distribution centers — especially those facing an onslaught of expanding orders and throughput without the hope of facility expansion plans in sight. Experience the full 40-minute webinar at [www.associated-solutions.com/our-difference/associated-university.php](http://www.associated-solutions.com/our-difference/associated-university.php)

## Fork Damage and Inspection

**A damaged fork is a safety hazard that can cause unexpected downtime, lost production and reduced profitability**

Looking for cracks, defects or bent parts that need replacing should occur on an annual basis as worn or cracked forks can fail without warning and lead to a disastrous and potentially fatal accident.

Signs for damage include wear beyond 10 percent, bent forks, and uneven forks. As part of your inspection routine, don't forget to look for the following:

- **Rated load capacity:** Are the forks you are using rated to carry the loads they are handling?
- **Surface cracks:** Are there visible cracks on the top or bottom of the forks?
- **Straightness of the blade and shank:** Does the shank or the blade have any sort of bend?
- **Excessive angle:** Does the shank or blade angle exceed

93 degrees?

- **Fork tip height variances:**

Do the tips of your forks exceed 3% of the length of the blade?

- **Positioning lock:** Is the positioning lock inoperable?

- **Normal wear:** Use calipers to measure the heel and the blade for wear. These are the areas that wear more quickly. Is the fork wear at least 10%? 10% wear results in a 20% reduction in rated fork capacity and represents a significant exposure for accident.

If you can answer yes to any of these questions or discover other fork damage you will need to take the truck out of service immediately and replace the forks.

To receive your free Fork Caliper and a more detailed overview of what to look for please visit our website at: [www.associated-solutions.com/forkcaliper](http://www.associated-solutions.com/forkcaliper).





## Check Our Website For Upcoming Associated University Events

Associated University was designed to provide supply chain management professionals with access to information on practical solutions concerning the industry's current hot topics.

[www.associated-solutions.com](http://www.associated-solutions.com)

## About Associated

Celebrating over 50 years of providing customers with innovative solutions that optimize space and order fulfillment operations within their supply chain, Associated understands that handling materials in the supply chain should be more than material handling. By utilizing their unparalleled experience and industry best practices they are able to evaluate current methods and processes for storage, order fulfillment, labor and equipment utilization and recommend practical strategies to enhance their effectiveness and reduce overall cost.

Featuring leading-edge engineering, fleet optimization and labor management solutions to complement industry-leading sales, service, rentals and parts, Associated has been the recipient of multiple awards in recognition of being a premier organization in the supply chain industry.

### Our Locations:

Illinois: Addison, Bloomington

Indiana: Indianapolis, Fort Wayne, South Bend

Iowa: Ankeny

Minnesota: Eagan

### Contact Us:

877.638-8002

[www.associated-solutions.com](http://www.associated-solutions.com)



133 North Swift Road

Addison, IL 60101

877.638.8002

[www.associated-solutions.com](http://www.associated-solutions.com)