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... at a glance

Company

Monster Energy is a leading energy drink brand, known for its sponsorship of live events and endorsements of sports stars such as Valentino Rossi and Jensen Button.

Challenge

To maximise the stock holding and storage facilities in Monster Energy's warehouse. The project also involved numerous layout changes, sourcing above basic stock levels and completing the installation a week ahead of schedule.

Solution

Action Storage's pallet racking and Supershelf™ can be customised to make the best use of the available space. The high stock levels maintained in Action Storage's warehouse and the efficiency of its supply chain enables large orders of storage equipment to be rapidly delivered and installed to suit a customer's timeframe.

Benefits

Despite numerous time delays, Action Storage completed a large scale installation ahead of schedule. Monster Energy also significantly increased its order to include mesh partitioning, safety barriers, cupboards, benches and trolleys.

Company

Monster Energy was released by Californian based Hansen Natural Corps in 2002. Since its launch Monster Energy grew to become a leading energy drink brand and in 2008 its distribution was turned over to Coca-Cola.

Challenge

Monster Energy was in the process of expanding its operations, and required a new warehouse to be outfitted for storing promotional material for its marketing events. It had to find a company with the expertise to plan how to make the best use of the available space and able to install a large quantity of storage racking and shelving within a small timeframe.

Solution

Action Storage was invited to visit Monster Energy's premises to assess the available space. Monster Energy also asked for advice on SEMA installation guidelines, which Action Storage was happy to clarify. Following the onsite visit, Action Storage submitted a proposal in competition with other suppliers. Thanks to its competitive pricing, high quality product range and expertise in managing large scale projects, Action Storage's bid was successful.

As the project progressed additional visits were made due to layout changes and to ensure the correct quantities were ordered. Monster Energy's warehouse would require above basic stock levels of pallet racking and Supershelf™ shelving, so Action Storage had to ensure it knew exactly how much would be needed at every stage of the project.

The installation was initially delayed whilst approval was sought from both sets of solicitors. The time in which Action Storage had to complete the project was then further reduced when Monster Energy asked for the installation to be brought forward a week so it could be ready for a visit from its US management team. This meant that after receiving final approval Action Storage had just one week to deliver and install 35 bays of pallet racking and 11 bays of Supershelf™ shelving.

Thanks to its experience of working within small timeframes and its in-house installation team, Action Storage was able to complete the installation a full week ahead of the original scheduled installation date.



Benefits

Monster Energy's warehouse was outfitted with the minimum of inconvenience or impact to the drinks manufacturer's operations. In fact, Monster Energy was so delighted with the efficient service and quality of Action Storage's products that the original order was increased to include mesh partitioning, safety barriers, cupboards, benches and trolleys.

The project provided Action Storage with an opportunity to demonstrate its expertise in managing large scale projects. As well as providing plans on the best possible arrangement, Action Storage's in-house installation team completed the entire warehouse outfit well within the customer's time frame. Action Storage now expects to receive a phone call the next time Monster Energy plans on expanding its storage facilities.

Source

http://en.wikipedia.org/wiki/Monster_Energy
http://www.businessweek.com/magazine/content/05_23/b3936409.htm
<http://europe.monsterenergy.com>
http://en.wikipedia.org/wiki/Hansen_Natural



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