

# SUPERIOR AUTO EXTRAS

The Need for Speed and Pallet Positions



## Challenge: Fast Growth and Limited Space and Time

Limited space, growing operational needs and traditional pallet racking was pushing Superior Auto Extras to its limit. The facility was filled to the brim with product, and customer demand necessitated finding more room—fast. As obtaining new warehouse facilities is rather expensive and challenging in their region, Superior Auto Extras was searching for an economical and efficient solution to increase warehouse space and pallet positions in their existing space. Superior Auto Extras needed a solutions provider who could meet their short timeline and understood that this was temporary solution to a long-term problem. Their ultimate goal was to create more space and find more storage without needing to find a new building immediately.

## Superior Auto Extras

Superior Auto Extras, the largest supplier of retail merchandise to car wash operators in the nation, was established in 1991, when founders Eddie Klapova & Gene Student partnered to provide car wash operators an all-inclusive selection of retail merchandise, such as air fresheners, automotive accessories, and gift items to be displayed in car wash lobbies. After becoming the largest car wash lobby merchandise distributor out West, Superior Auto Extras expanded to the Mid-West & East Coast territories. Today, Superior Auto Extras proudly serves and provides products to all 50 States. As the organization continued to grow, Superior Auto Extras turned to Raymond West Intralogistics Solutions, a Raymond Corporation authorized Solutions and Support Center, to help optimize its facility.

**RAYMOND** | **WEST**  
INTRALOGISTICS SOLUTIONS

## Solution: Go Narrow & Deep

Superior Auto Extras needed solutions that would maximize efficiency and space, so they turned to Raymond West Intralogistics Solutions to help take the facility to the next level. Raymond West worked with Superior Auto Extras to assess the current operations and facility layout and determine the best options for optimizing space. The Raymond West team implemented narrow aisle and very narrow aisle concepts with a Raymond Deep-Reach truck a Raymond Renewed Swing-Reach truck, resulting in greater capacity and more pallet positions.

This fully inspected and refurbished truck was an economical choice that fit Superior Auto Extra's tight budget, and includes OEM parts and RayBuilt motors. Additionally, condensing several aisles of racking allowed for extra aisles of rack in the warehouse, increasing the total storage space available.

The team further optimized narrow aisle solution with the implementation of Intelliguide™ wire guidance system, a system which automatically guides vehicles in an aisle and frees operators from steering responsibilities to allow more focus for order picking and pallet replenishment tasks.

This efficient solution maximized storage utilization by using narrow aisles and deep lane racking to better fill the facility with product. Superior Auto Extras also partnered with Raymond West Intralogistics Solutions for ongoing scheduled maintenance on their renewed forklifts and their existing OEM fleet. Additionally, they purchased an additional Raymond RJ50N hand pallet truck with scale.





## Results (cont.)

Ultimately, Superior Auto Extras gained a trusted total solutions provider who will continue to collaborate with them on forklifts, solutions and continuous improvement to help solve their evolving operational needs.

## Results

By working with Raymond West Intralogistics Solutions, Superior Auto Extras was able to increase storage and pallet spaces by 30%. Understanding and experiencing the narrow aisle concept is also preparing Superior Auto Extras for the future, as they continue to plan for a move to a much larger facility. "We've been very happy with the results from our work with Raymond West thus far. We'll have a year or two of experience with this material and philosophy, so that when we move to a new space, we know how to accomplish what we want and how to work with Raymond to accomplish it," says Alex Student, VP of sales at Superior Auto Extras.



## Equipment & Services Provided

- ✓ Raymond Deep-Reach Lift Truck
- ✓ Raymond Swing-Reach Lift Truck
- ✓ Raymond RJ50 Hand Pallet Truck
- ✓ Intelliguide™ Wire Guidance System
- ✓ Scheduled Maintenance

**SUPERIOR**  
AUTO EXTRAS

## Partnering with Raymond West

Covering 8-states across the West, Raymond West, a Toyota Industries Corp. company, is an end-to-end warehouse provider of best-in-class material handling products and intelligent intralogistics solutions that optimize your entire operation. Whether you're building a new warehouse, updating an existing facility, or simply looking to run more efficiently, we offer a single, reliable, affordable source for forklifts, service, parts, conveyors, dock & door equipment, pallet racking and automated solutions.

