

# PRISM LOGISTICS

## Building the Future of Warehouse Efficiency



### BACKGROUND

PRISM Logistics' relationship with Raymond West dates back to the late 1990s, but it's over the last 15 years that the partnership has flourished. As PRISM expanded, so did the need for smarter, more scalable warehouse solutions.

PRISM's leadership actively researches market trends and attends industry conventions to stay informed. Raymond West consistently stood out during these discussions for its innovation, reliability, and consultative approach. Local sales representatives further strengthened this connection, regularly bringing new technologies and market developments to PRISM's attention.

### PRISM Logistics

PRISM has been a respected name in third-party logistics (3PL) for over 30 years, with a commitment to staying at the forefront of warehouse efficiency and innovation for the Food, Beverage, and Consumer Packaged Goods industries.

Industry: Warehousing & Transportation

Location: Northern California



# THE CHALLENGE: PLANNING FOR A SMARTER FUTURE

Unlike many organizations that implement automation in response to an urgent operational challenge, PRISM took a proactive approach. Their goal was not to fix a pressing problem but to *future-proof* their operations. By optimizing space utilization and minimizing labor demands, PRISM sought to stay ahead of industry trends and manage long-term growth more efficiently.

Before the recent upgrades, PRISM operated primarily as a traditional warehouse. Tasks like moving pallets from the dock to storage locations were handled manually by forklift operators. This method, while effective, involved a significant amount of repetitive, non-value-added travel time - a hidden inefficiency suitable to optimization.

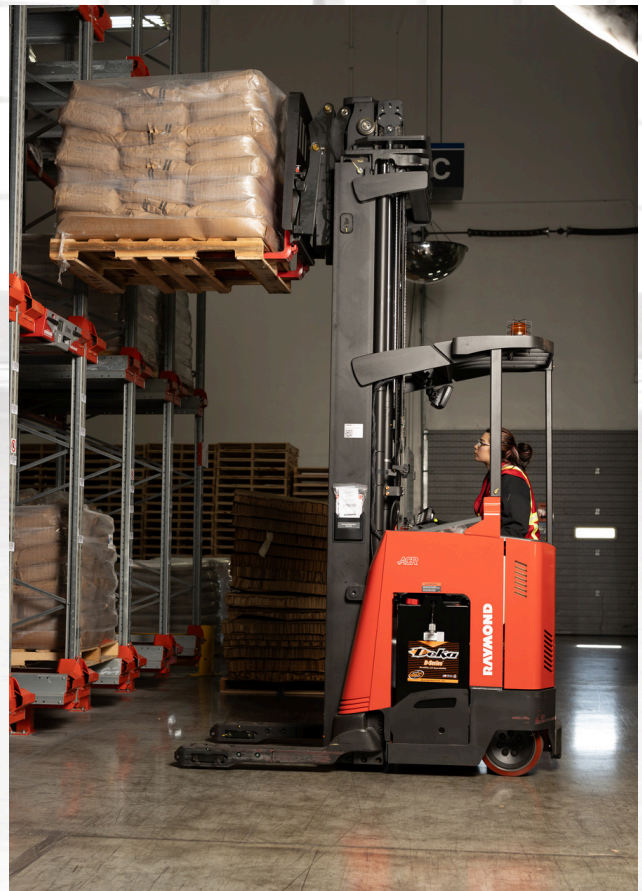
## THE SOLUTION: RAYMOND WEST AUTOMATION & EQUIPMENT

Working closely with their trusted contacts at Raymond West, PRISM implemented several key technologies:

- Standard and Pushback Racking
- Stand-up Forklifts
- Automated Guided Vehicles (AGVs) via Muratec
- Radioshuttle Semi-Automatic Pallet Shuttle System

The most significant change came with the introduction of the Radioshuttle Semi-Automatic Pallet Shuttle Systems - a step that symbolizes PRISM's commitment to technological leadership.

This system improved warehouse efficiency by maximizing storage space, reducing forklift travel time, and increasing throughput.





## Key Drivers of the Decision

- Maximizing space efficiency
- Reducing manual labor requirements
- Eliminated wasted travel time
- Investing in long-term scalability and efficiency
- Proven reliability and track record of Raymond technology

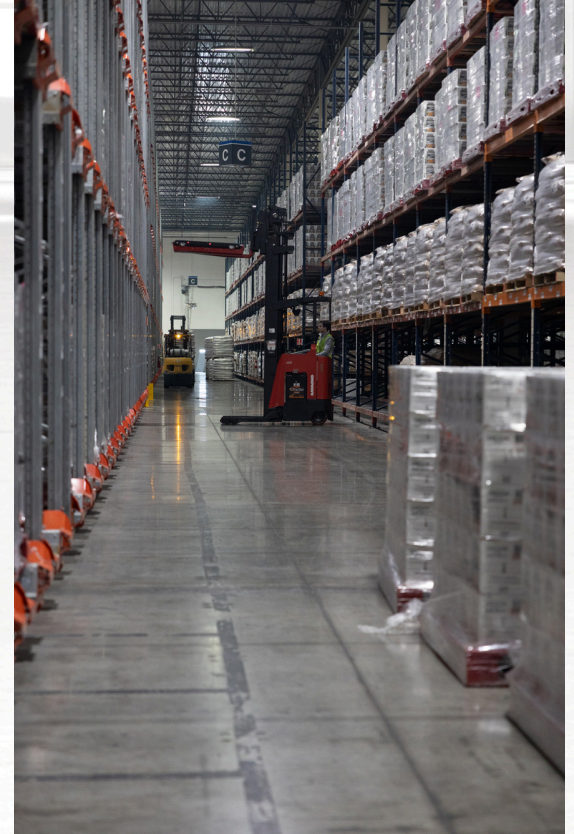
Raymond West offered PRISM peace of mind with its long history of successful implementations and dependable service.

## Implementation Journey

The planning process for AGV integration began several years ago. About 18 months prior to deployment, PRISM made the decision to invest in the technology. With no hard deadline, they took a strategic, phased approach, ensuring readiness across operational teams and infrastructure.

## Key Milestones

- Initial Research & Vendor Selection
- Purchase Decision





While still in the early stages of use, the implementation has gone smoothly. Any initial setbacks have been minor, and Raymond West has remained a reliable partners throughout the process. According to PRISM, Raymond West Sales Representatives Michael Visconti and Ed Betos have been instrumental in ensuring seamless project management and responsive support.

*"Our partnership with Raymond West has been instrumental in helping us evolve from a traditional warehouse operation to a future-ready logistics provider. Their team not only brought us cutting-edge solutions like AGVs and the Radioshuttle, but also the expertise to implement them strategically. It's not just about short-term ROI - it's about building smarter, more scalable operations for the long haul. Raymond West continues to be a trusted partner in that journey."*

**- Jeremy Van Puffelen, President, PRISM Logistics**



## Early Outcomes and Future Outlook

While it's too soon to calculate definitive ROI, early signs are promising. The elimination of non-productive pallet transport is already yielding efficiency gains, and PRISM anticipates the full impact will become clear in the months ahead.

PRISM emphasizes that this initiative is less about short-term ROI and more about long-term strategy. Their leadership sees automation as a foundational step toward a more agile, scalable, and resilient warehouse operation - one built to meet future challenges.





# CONCLUSION

The partnership between PRISM Logistics and Raymond West showcases what's possible when forward-thinking companies invest in technology not just to solve today's problems, but to build the future. Through a shared vision, a collaborative approach, and a commitment to operational excellence, PRISM is setting the standard for modern logistics - and Raymond West is proud to be part of that journey.

## PARTNERING WITH RAYMOND WEST INTRALOGISTICS SOLUTIONS

Serving the entire West Coast, Raymond West is a skilled team of industry experts specializing in end-to-end solutions to help store, move, and optimize your warehouse options. We offer innovative intralogistics products and processes that drive streamlined fulfillment, such as our Storage & Automation department. Offering robust integrated systems, it has become one of our fastest growing segments, starting with just 5 employees at \$5M/yr. in automation sales and exploding to 150 employees focused on bolstering the \$300M/yr. enterprise.

As a proud member of the Toyota Industries family, Raymond West has the resources and talents to identify and implement not only the right solutions to push your warehouse to new levels of productivity - we're building the future of intralogistics.

