



BRIGHT IDEAS

SOUTHEAST
RECORDS SERVICE
GREENSBORO, NC

A T W O R K

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Wave® Decision Shows Company’s Business Savvy

GREENSBORO, NC -- Southeast Records Service management calls their decision to purchase a Wave® Work Assist Vehicle a “no brainer”. But in the long term, it’s an investment that really shows the company has lots of business “savvy”.

Once the company’s management team saw the product demonstrated, they realized the Wave price tag would be easily justified. They were convinced the Work Assist Vehicle would save money and make their records management operation more profitable. They agree the Wave has lived up to their initial optimism.

“All we had to do was compare current pick methods with a ladder to a pick with the Wave and we quickly realized we could save at least 50 percent in labor on every single pick.



RIGHT RETURN...SOUTHEAST RECORDS SERVICES, INC. OWNERS VERN MARTELL (LEFT) AND DON KELLER (RIGHT) FIGURE THE COMPANY’S ROI ON THE WAVE® WAS UNDER 10 MONTHS.

It truly was a no brainer,” says Southeast Records Service President and Owner Vernon Martell, adding their return on investment was under 10 months.

In Greensboro’s tight labor market, any operational efficiency picked

up from technological advancements benefits a company, believes Martell's fellow owner Don Keller.

It's tough to get good, qualified people in today's job market. The Wave contributes to our efforts of providing an attractive work environment and allows our workers to better use their time, improve their efficiency and the company's level of service to our customers," he says.

Southeast Records Service supplies document storage for legal, medical, insurance, banking and manufacturing companies at three warehouses, totaling over 110,000 square feet. Their prime business remains picking and storing boxes for customers all day. Boxes are inventoried and identified through a bar coding and location system.

"We have found the Wave to be perfect for our application, continually pulling and putting away files," says Keller.

The Wave enabled the company to effectively use an older building with lower ceilings and still have ample room for future business growth. The size, weight and tight maneuverability of the Wave allowed the company to quickly convert the former tobacco warehouse into a storage operation designed for the Wave complete with 12-foot rack.

"Before the Wave, we had to use a ladder to access any records over six feet high," explains Keller. "Now the option is to use the Wave to quickly and safely access those records above



SPACE SAVINGS...SOUTHEAST RECORDS SERVICES, INC., DESIGNED THEIR GREENSBORO, NC WAREHOUSE AROUND THE WAVE. RACK UPRIGHTS ARE AT 10 FEET; AISLE WIDTHS AT 36 INCHES AND PICKING HEIGHTS REMAIN COMFORTABLE UP TO 14 FEET. COMPANY OWNERS BELIEVE THE WAVE HAS MADE A MAJOR IMPACT ON COST SAVINGS FOR THE RECORDS MANAGEMENT FIRM.

six feet. And we can now carry more than one box at a time."

"The alternative for our workers is finding the ladder, push the ladder to right position, climb up the ladder, lift the file, then climb back down the ladder and walk the file to the customer."

The Wave's small footprint (29.5" wide) and its zero turning radius also makes a major impact on cost savings, according to Keller. "This affects the width of our aisles," he says. "If you

"It's SAFETY FEATURES ARE VERY IMPORTANT. PREVIOUSLY, I'VE HAD BAD EXPERIENCES WITH LADDERS AND IT CAN BE COSTLY. WITHOUT A QUESTION, INJURIES RESULTING FROM A FALL FROM A LADDER CAN EASILY EXCEED THE COST OF A WAVE," HE SAYS.

have to make each aisle a foot wider and you have 50 aisles, how much storage does that cost you? Now you are looking at tens of thousands of dollars of revenue.”

“You also need to figure in vertical space savings as well the horizontal. All space in our industry is critical and affects a company’s profitability.”

Martell agrees the Wave remains a good, long-term investment for the company especially when considering worker’s compensation. “It’s safety features are very important. Previously, I’ve had bad experiences with ladders and it can be costly. Without a question, injuries resulting

from a fall from a ladder can easily exceed the cost of a Wave,” he says.

The Wave allows for improved customer service over the ladder.

When a client asks us to pull a box or file, we meet that request by using the Wave to retrieve and deliver the product directly to the customer while waiting in our office lobby, says Keller. If duplicates are needed, the Wave is nimble and versatile enough to bring the box to a centrally-located copying machine.

The Wave operates eight to 12 hours daily. Keller reports they have had “no service issues” at all, and that means the Wave is available for

use at all times. “We established a service agreement up front so our costs are fixed,” says Keller. “Our goal in business is to take as many variable costs and turn them into fixed costs. The Wave allows us to do just that.”

Martell thinks the Wave is ideal for the fast-growing records management and storage industry. “It’s a great fit for us and anyone in this type of business,” he concludes.

NO COMPARISON...THE WAVE ALLOWS WORKERS TO SAFELY ACCESS RECORDS ABOVE SIX FEET AND SELECT MORE THAN ONE BOX AT A TIME. THE WAVE’S SAFETY BENEFITS EXCEED ANY FROM A ROLLING LADDER AS SHOWN ABOVE.

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Southeast Records Service
SIC # 4226
Special Warehousing and Storage, NEC.

Contact Us With Your Bright Ideas!

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IDEAS**

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