



# POLTRONA FRAU - VERTICAL LIFT SOLUTION

Poltrona Frau improves its logistics with vertical lift solution and pallet racking

The Ferretto provided the leading furniture company with a solution that integrates the Vertimag automatic vertical lift solution and pallet racking.

A history spanning more than a century. The quality of Made in Italy. The excellence of design and materials. Poltrona Frau is all this, and even more: craftsmanship and innovation, creativity and technology. The company's complex production and logistics processes require efficient and cutting-edge solutions. Solutions such as [Vertimag](#), the automatic storage system, designed and built by the Ferretto to meet the materials storage and handling needs of the Poltrona Frau factory in Tolentino. The logistical reorganization of the site included the installation of industrial racks for the storage of leather on special pallets.

## CUSTOMER

Poltrona Frau

## WHERE

Tolentino (MC)

## SOLUTIONS

Vertical lift module Vertimag

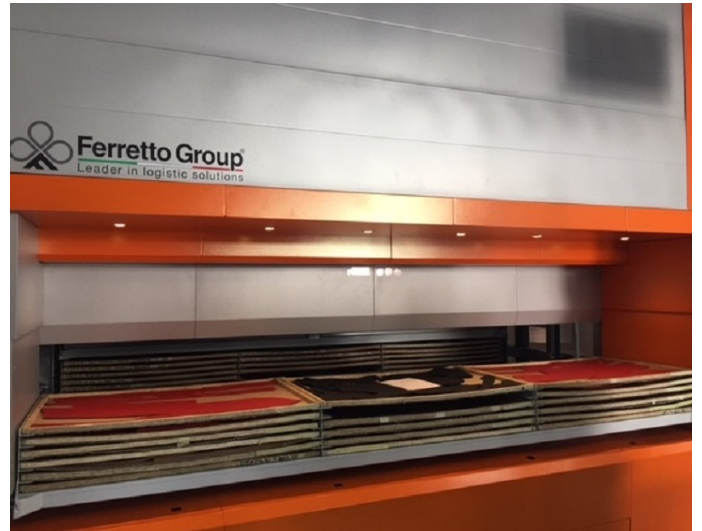


## Poltrona Frau: ambassador of Italian excellence in the world

Poltrona Frau is a leader in high-end made in Italy furniture and one of the symbols of Italian excellence throughout the world. Established in 1912, the brand is today part of the Haworth group, the leading American office furniture holding company, and is present in over 100 countries worldwide. Now as in the past, the brand stands out for its know-how, understood as intelligent manual processes and manufacturing skills, all of which is dedicated to the company's material of choice: leather. The driving force is the Tolentino facilities in the Marche region, a 40,000 square meter factory that preserves and protects the knowledge and expertise which are well rooted in its territory. The wide range of products made in this factory are delivered to destinations worldwide.

## The logistical needs of a continuously evolving company

Poltrona Frau currently manages around 23,000 different incoming raw material codes, just for the residential division. Each year the company introduces several new collections and the presented lines evolve continuously: from upholstered items, such as armchairs and sofas, to furniture, and even lamps and rugs. Thus, the company's needs are varied and ever changing. In this context, the Ferretto has been the ideal partner, thanks to the wide range of solutions it can create, and has ensured Poltrona Frau the dynamism necessary for efficient warehouse management.



## Multiple solutions in response to the needs of the various departments

The project was not limited to the simple supply of the storage system. With the evolution of the market, Poltrona Frau has in fact increased the number of products with coverings other than leather, such as fabric upholstery. This has created new logistical needs for the furniture maker. After careful analysis of the situation, carried out in agreement with the customer, Ferretto proposed the most effective solution: the Vertimag. This automatic vertical storage system ensures very short picking times while at the same time correctly preserving and respecting the characteristics of the stored materials. One vertical storage system was installed in the "fabrics" department and is dedicated to the storage of accessories for sofas and armchairs. The second storage system was positioned in the "cars" department and is used for the storage of the leather cuts used for automotive interiors. In each tray, the material is divided by reference car brand and model, which results in better product management and increased productivity. The uniqueness of this solution lies in that the entire tray can be extracted from the system in order to easily move it to other areas of the department or warehouse. The supply included the installation of new shelves for leather, in order to facilitate the transition from leather wrapped in cores and

## Objectives

- Reorganize and optimize the available storage space
- Increase control of stored material and incoming and outgoing flows
- Improve inventory management
- Ensure the maximum protection of the stored material

## Solution

- 1 Vertimag automatic vertical storage system in the fabrics department for the storage of accessories for sofas and armchairs
- 1 Vertimag vertical automatic storage system in the cars department for the storage of leather cuts used for automotive interiors
- Pallet racking for the storage of raw materials
- Vertimag - Car department: the stocked material is divided by reference car brand and model, which results in improved product management and increased productivity. The uniqueness of this solution lies in that the entire tray can be extracted from the system in order to easily move it to other areas of the department or warehouse
- Pallet racking: the pallets were specially designed to contain unpackaged raw materials

## Value added

- Reduction of the warehouse area
- Increased tidiness and cleanliness inside the structure
- Greater protection and control of goods
- Improvement of inventory management

## WAREHOUSE IN NUMBERS

VERTIMAG EF 84 XL550-GIO

System height	6.945 mm
External dimensions (D x W)	3.074 mm x 4.734 mm
Tray dimensions (D x W)	840 mm x 4250 mm
Total number of trays	44
Total shelf area	157,08 m <sup>2</sup>
Usable storage volume:	35,34 m <sup>3</sup>
Footprint	9,0 m <sup>2</sup>