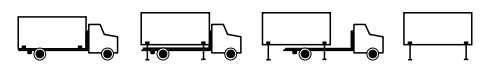


A Wine, Spirits and Red Bull® Distributor
reports impressive results
after consolidating warehouses with the
Warehouse on Wheels System.



DEMOUNTABLE CONCEPTS, INC.



Before implementing the Warehouse on Wheels System, Olinger utilized three warehouses for distribution in Indiana.



Olinger was able to consolidate three warehouses into a single central warehouse that utilizes the truck-based Warehouse on Wheels System to distribute and deliver product in three markets.

Approximately one year ago Indiana based Olinger Distributing Company, a joint venture partnership between the Glazer and Romano families, implemented the Warehouse on Wheels truck-based distribution system by Demountable Concepts, Inc. to consolidate their distribution operation.

Warehouse on Wheels provided a cost-effective alternative to traditional brick and mortar warehousing

Olinger replaced warehouses in South Bend and Evansville, IN with the Warehouse on Wheels System and centralized their inventory at the remaining Indianapolis facility.

With this system, multiple pre-loaded straight-truck bodies are shuttled daily from the Indianapolis warehouse to the more profitable Gary, Warsaw and Princeton markets on semi-trailers engineered to quickly mount and demount the bodies (fig. 1, front cover).

Upon arriving at each market, the loaded bodies are demounted from the semi-trailer which then mounts the previous day's empty bodies and returns them to Indianapolis to be loaded for tomorrow's delivery run.

Next, delivery drivers operating straight-trucks in each market mount the corresponding body for their route and set out to make the day's deliveries (fig. 2, front cover).

Warehouse on Wheels vs. Cross Docking

Olinger tested the Warehouse on Wheels System against Cross Docking before committing to a delivery mode. The table below shows why Olinger chose Warehouse on Wheels as the most cost-effective and efficient method of bringing their product to market.

For Each Market:	Warehouse on Wheels	Cross Dock Operation
Regional Warehouse	Not necessary	Necessary
Inventory Tracking	Centralized	Three regional markets
Loading Dock	Not necessary	Necessary
Dock Workers	Not necessary	Necessary
Times Freight Touched	Once	Many
Breakage	Less	More
Turn Bins	Not necessary	Necessary
Management/Admin. Assistant	Not necessary	Necessary
Location Flexibility	Portable truck-based	Static brick and mortar

After implementing Warehouse on Wheels, Olinger realized the following improvements to their bottom line:

- Substantial savings in real estate costs by replacing two brick and mortar distribution centers with the Warehouse on Wheels System
- Reduced operational costs by centralizing warehouse operations and eliminating redundant functions and equipment
- 20% increase in overall business with no increase in inventory costs
- Approximately 45% reduction in customer out-of-stock orders
- 15% savings in overall fleet fuel costs
- 5% reduction in overall operating costs

Warehouse on Wheels improved RTC for Olinger

Along with the traditional ROI indicator, Olinger uses an RTC (Return to Customer) indicator to measure customer satisfaction. Warehouse on Wheels helped Olinger improve customer relations in the following ways:

- Distribution centers are now portable and may be easily moved to service changing retail locations
- Less driving time enabled local drivers to arrive on time more often and provide a higher level of customer service to retailers
- Returns and out-of-stock orders were greatly reduced

Olinger's supply chain became more efficient

- The capital saved from centralizing inventory was diverted into improving material handling systems at the central warehouse
- Walk-through doors on the demountable bodies allow multiple bodies to be loaded simultaneously at a single dock door
- No waiting for trucks to return for loading because free-standing demountable bodies can be pre-loaded and staged for pick-up
- Less mileage and mechanical wear and tear on trucks

Demountable Concepts partners with companies to increase profitability by implementing the Warehouse on Wheels

From the very beginning of the consolidation process, Demountable Concepts worked hand-in-hand with Olinger's truck and body vendors by supplying the materials necessary to provide new interchangeable bodies for their delivery fleet. They also installed their chassis-lift system onto Olinger's trucks and provided free driver training.

“Warehouse on Wheels drives improvement throughout the entire company”

“Consolidating warehouses with the Warehouse on Wheels System drives improvement throughout the entire company by centralizing redundant functions.

Before implementing Warehouse on Wheels, we had three warehouses with separate inventory, employee, maintenance and real estate costs. Now, with Warehouse on Wheels, we have one easier-to-manage central warehouse with flexible cost-effective, truck-based distribution to our regional markets.

We've eliminated two warehouses and their associated costs and have been able to divert that capital into operational improvements. We've also become more efficient and increased our level of customer satisfaction.”

Eric Lis
Vice President of Operations
Olinger Distributing Company

Complimentary Fleet Analysis

The first step Olinger took toward consolidating their warehouse operation was to contact Demountable Concepts, Inc. to find out more about how the Warehouse on Wheels System could assist them.

After a brief period of discussion, Demountable presented Olinger with a complimentary cost and usage projection to demonstrate how the Warehouse on Wheels System would improve their bottom line.

To find out more about how the Warehouse on Wheels System can increase the profitability and efficiency of your distribution and delivery operation, please contact us at:

Call: 1-800-254-3643

E-mail: sales@demount.com

Web: www.demount.com

See an online video presentation of the Warehouse on Wheels System in action.

About the Author

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About Demountable Concepts, Inc. – Est 1989

Demountable Concepts, Inc. partners with companies to increase their profitability by improving the efficiency of their distribution and delivery operations. Their interchangeable truck body systems enable companies to deliver more product in the same amount of time while utilizing less equipment, labor and infrastructure.



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