



enVista Optimizes Gibson's Distribution Center for Efficiency and Expansion

Gibson leverages enVista's facility design solutions to increase storage capacity, improve productivity and consolidate overflow inventory.



ABOUT

Gibson is the world's most iconic guitar brand, manufacturing and distributing guitars and guitar-related accessories, including their additional brands such as Epiphone, Kramer, Steinberger, MESA/Boogie and KRK Systems.

OPPORTUNITY

Gibson desired to upgrade their 90,000 square foot facility in Nashville, TN to one sized adequately to support their growing business, consolidate facilities and handle the increasing volume of e-commerce orders. Gibson engaged enVista to assist in developing the optimized, future-state distribution center layout. They were interested in exploring potential automated solutions to enhance their overall throughput and efficiency. In addition, enVista aimed to enhance the efficient flow of material by incorporating industry best practices, optimize space utilization by using appropriate storage strategies and develop solutions that met both their operational and financial goals.

SOLUTION

enVista's Facility Design team collaborated closely with Gibson to assess Gibson's current distribution operations and to understand Gibson's strategic business initiatives. Design requirements were developed based on operational needs, growth expectations and increasingly complex customer service requirements. enVista considered various storage and picking solution alternatives that were tailored to Gibson's overall business and operational objectives.



enVista's final design recommendations included a plan for Gibson to remain in their current Nashville distribution center (DC) with an expansion into the adjacent building space. This solution helped Gibson avoid the costs, complexities and lengthy timelines of a full greenfield design while also eliminating the need for overflow storage and the associated costs. The design recommendation also included a flexible storage design with appropriate storage media based on item inventory quantities, physical characteristics and pick profiles. Minor to moderate shifts in product or channel mix can easily be accommodated with the recommended design.

enVista's optimized layout design also included wider aisles to enable reach truck operation and enhance operational flexibility. In addition, an upgrade to standard mobile equipment was recommended for more efficient and safer operations. An expanded dock and staging space were also designed to properly receive, process, stage and ship orders.

enVista incorporated best-practice warehouse processes to drive operational efficiency. Traditional operational concepts allowed Gibson to balance cost and operational flexibility. enVista's warehouse management system (WMS) assessment identified WMS enhancements that are required to support these best practice processes and operations.

RESULTS

enVista's detailed operational assessment, the future-state design criteria that incorporated Gibson's business strategy, and the comprehensive assessment of alternative solutions provided Gibson with a design that was economical yet

exceeded the requirements across storage capacity and operational efficiency. The new layout design increased storage capacity in the current Nashville DC to satisfy inventory requirements for an additional five years with a modest investment of \$300k in rack. Productivity rates were designed to increase by 25-35 percent with a relatively low investment of \$1.0M for mobile equipment. In addition, the operational disruption and high cost of a greenfield DC implementation was avoided. The design also allows Gibson to consolidate overflow inventory into the main Nashville facility, saving annual off-site storage and transportation costs.

