

## Case Study:

# THE DALLAS MORNING NEWS

### Dallas, Texas USA



The Dallas Morning News, one of the country's largest daily newspapers, recently installed a new Automated Storage & Retrieval System (AS/RS) and *Savanna.NET*® Warehouse Management System (WMS) from Westfalia Technologies, Inc. in its new South Dallas post-press and distribution facility. The system provides efficient conveying and storage for free standing inserts (FSI's).

Free standing inserts are advertising supplements, often in full color, which typically are printed outside of the printing facility and inserted into the newspaper before delivery. Traditionally FSI's are "inserted" into the newspaper, but as the volume of FSI has increased dramatically, especially in major metropolitan markets where the FSI vary by neighborhood, The Dallas Morning News looked to invest in modern technology to improve their processes.

They decided to build a post-press and distribution facility, the South plant, to house two new collating machines and a distribution center. Collating machines operate in a straight line process and prepare the FSI's into separately wrapped packages, which are then placed with the newspapers side by side.

- **AS/RS**
- ***Savanna.NET*®**

## The Challenge:



# Maximizing Storage and Controlling Flow of FSI's

The Dallas Morning News realized their current North plant was too small to accommodate the higher volume of free standing inserts (FSI's), and the use of more modern technologies would improve their processing efficiencies and reduce costs. Spearheading the decision to build the new South plant was the purchase of two new collating machines, each with 80 stations and almost 200' long. Thus printing would remain in the North plant and the South plant would be for collation. In addition, The Dallas Morning News was searching for labor savings for the receiving and storage of FSI's.



As The Dallas Morning News searched for ways to maximize storage in the new warehouse, they also needed a firm that could "make the system fit" with the conveyor line requirements of the collating machines. The small infeed area was of particular concern



and, of course, maximizing efficiency in the collating process, while minimizing costs was of paramount importance.

Westfalia designed a high density AS/RS, with 5 pallet deep storage on each side of a center aisle to provide higher throughput rates. The desire to maximum up-time was addressed by placing two Storage/Retrieval Machines (S/RMs) in the same aisle, thereby providing full redundancy should one be down for maintenance.

Doug Barlow, Assistant Production Manager for The Dallas Morning News, states "The reason we chose Westfalia's system is the design allowed a larger amount of storage capacity for our building footprint. The single aisle for the storage/retrieval machines freed up a lot more space than other companies options. We have almost 1,000 additional storage spaces than offered by Westfalia's competitors' designs."

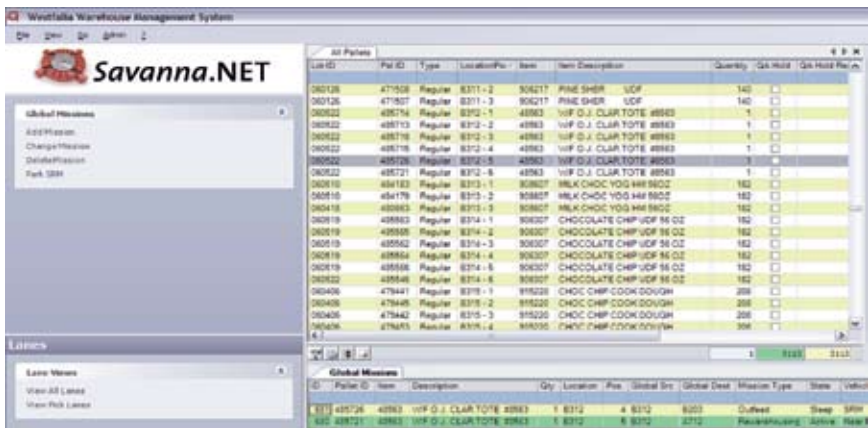
# The Solution:

## Multiple Deep AS/RS and *Savanna.NET*® WMS

Pallets of free standing inserts (FSI) are received into the facility and transferred into the AS/RS by the Westfalia conveying system. The high density AS/RS encompasses 2 S/RMs and 400 linear feet of conveyors. Throughout the Westfalia system all pallets are triple supported to provide stability. The storage system incorporates automatic slave pallet dispensing and stacking, stretch-wrapping, weighing and profile checking, and interfaces with Dallas's Burt Planning Software. The pallets are then conveyed to a 10-level rack system with 4,416 pallet positions where they are buffered and later sequenced to several collators.

A key component of the AS/RS is Westfalia's patented Satellite® rack entry vehicle, which quickly and smoothly transport the pallets in and out of the racks. The Satellite® uses an encoder mounted on a cable drum which is located on the crane, eliminating the need for any photo-eyes or sensing equipment on the Satellite®, and thereby avoiding the vibration and failure problems associated with some rack entry vehicles.

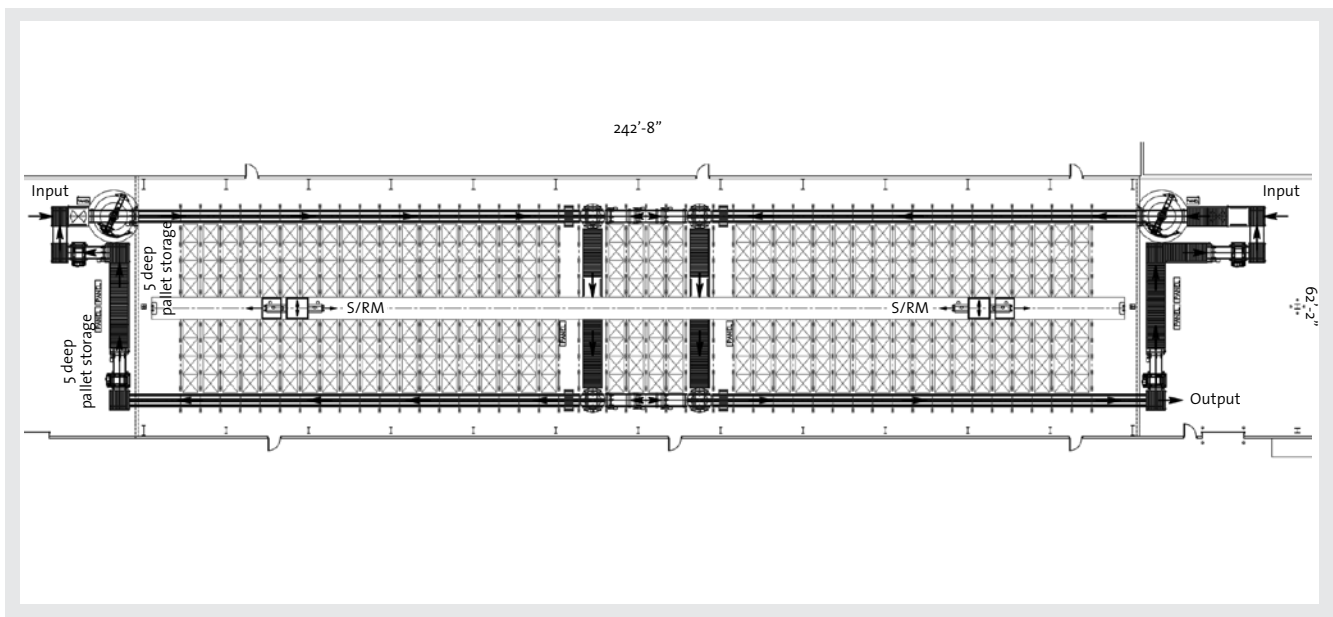
System Features	
Size	243' long x 58' wide x 67' high
Capacity	<ul style="list-style-type: none"> <li>over 4,400 pallet positions</li> <li>10-level rack system</li> </ul>
Technology	<ul style="list-style-type: none"> <li>2 Storage/Retrieval Machines in one aisle</li> <li>Conveyer System: 12 CDLRs, 4 RATs, 11 3-Strand Conveyors</li> <li>Incorporates automatic slave pallet dispensing and stacking</li> </ul>
WMS	<i>Savanna.NET</i> ®



Westfalia's modular Warehouse Management System (WMS) *Savanna.NET*® controls the movement and storage of all pallets within the facility. When signaled, *Savanna.NET*® directs the S/RMs to retrieve the pallets from storage and place them on the out-feed conveyor. The system then directs fork truck operators to pick up the pallets and deliver them to the proper collator via fork truck-mounted computers. All FSI pallets remain in full control of *Savanna.NET*® from storage to collator consumption.

*Savanna.NET*'s modular structure allows Westfalia software engineers to build a custom design system to match the exact needs of each facility, and have it integrate with other existing systems. This kind of flexibility, innovation and experience give Doug Barlow of The Dallas Morning News confidence in Westfalia, as he says "Westfalia's software expertise is greater than other companies."





According to Al Kafka, Newspaper Sales Specialist for Westfalia Technologies, more newspapers and printers are selecting Automated Storage and Retrieval Systems to handle the time- and labor-intensive task of storing and conveying newspapers, inserts and paper rolls throughout their warehouses and plants. "Like most businesses, newspaper and printing companies are looking for increased efficiencies in their operations," says Kafka. "Our AS/RS equipment and WMS reduce warehouse space requirements, increase efficiency and accuracy, and ultimately, save money."

## Benefits

- 30% increase in storage capacity resulting from high density AS/RS design
- Reduced labor costs & error rates due to automation of time- and labor-intensive work
- Increased warehouse inventory control and FSI delivery accuracy
- Customized AS/RS and WMS to exactly fit The Dallas Morning News requirements
- Placing 2 S/RMs in one center aisle provides high throughput rates and full equipment redundancy, thereby enabling maximum system uptime



### Westfalia Technologies, Inc.

3655 Sandhurst Drive  
York, PA 17406

**P** 800.673.2522

**F** 717.764.1118

**@** sales@WestfaliaUSA.com

www.WestfaliaUSA.com