

SYMRISE FRAGRANCE STUDIO

New York City, NY

Company Profile

Symrise is one of the largest international flavor and fragrance companies with annual sales in 2014 of 2.1 billion euros. With studios in Paris, New York and Shanghai, Symrise offers the industry lifestyle brands with both creativity and excellency.

Their fragrance division creates unique fragrances for elite consumers around the world and has brought them distinct recognition. Symrise's target growth is 5.7% annual and they seek methods to achieve their goal. Every award winning fragrance reflects their slogan "Symrise, always inspiring more".

Problem

The New York studio, located on posh Park Avenue, was to undergo a major renovation. The problem: how to store approximately 40,000 perfume bottles in a relatively small space, with limited ceiling height. Along with the storage of bottles, was the need to track movement and inventory with software as well as maintaining proper climate and security levels for their product. After first exploring various storage methods, including both mobile and stationery shelving, they realized these were not acceptable solutions. Symrise then turned to their long-time vendor, Innovative Material Handling ("IMH") who over the years had supplied them with many successful implementations of Automated Storage Solutions in their manufacturing and laboratory areas in New Jersey.

Solution

Using two Modula Sintes 1.7 units, IMH was able to meet the demands by storing all 40,000 bottles with traceable WMS software with 15 seat licenses (so that all Lab personnel could query inventory from their desks), laser pointer and climate control. These units provide Symrise with a fast, accurate and safe retrieval system, eliminating excessive walking, bending and stooping because all required materials are swiftly located via software and delivered to a comfortable working level at the units. Symrise is quite satisfied with this solution, another successful Modula installation at their facility.



Modula Features

Model: Two Modula Sintes 1.7

Trays: Unit 1: 22 trays; Unit 2: 27 trays
441 lb. capacity

Tray Dimensions: 25.75" d x 66.93" w

Height: 106"/118"

Application: small perfume and fragrance vials

Software: WMS software - 15 seat license

Options included: internal sprinklers, climate control (supplied by building), laser pointer, automatic safety door and tray inserts.

