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# A NEW ALTERNATIVE

Stow is making a welcome return  
to the Australian market

**SPECIAL FEATURE**

Third-party logistics

**stow**  
STORAGE SOLUTIONS  
AUSTRALIA

# SOLID HISTORY BEHIND THE NEW ALTERNATIVE

Over the last 30 years, warehouse equipment company Stow has expanded to become a leading international manufacturer/supplier of racking and storage solutions with three production plants, affiliated companies throughout Europe and an extensive distributor network focusing on Europe, the Middle East and Asia Pacific.

In the latest development Stow and Averys, specialising in static racks and storage systems, have joined forces to become Averys Stow. The two companies are a good fit, both geographically and with their respective product ranges. With global distribution networks and production sites in France, Germany, Belgium, Poland,

the Czech Republic, Turkey and China, the combined group is on track to become one of the leading European providers in the industry, with annual sales of around EUR 350 million.

The core activity of Averys Stow remains the development and manufacturing of top quality racking systems for the storage of pallets, small goods, cantilever, cold storage as well as mezzanine structures.

Engineering, sales and on-site assembly are handled by the Averys Stow branches in the key markets and by an extensive distributor network.

The most important customer segments include third-party logistics providers, large dis-

tributors, manufacturers and retailers.

Averys Stow's expertise is focused on customised, creative engineering, flexible storage solutions, and the fitting out of warehouses to high specifications.

## Australia welcomes Stow

The Australian market place for storage solutions has changed, with Australian manufacturers not able to price competitively against imported products. This led one very successful distributor to make a change and become a direct solution provider.

The relaunch of Stow Australia in June, 2013,



The Stow Australia team (L-R): Nick Greenham, Martin Bates, Paul Johnson, Michael Jedras and Daniel Hughes.



led by managing director Paul Johnson, saw a team of well-known and respected industry experts come together to provide service to clients around the nation.

Stow Australia is part of the Averys Stow group, one of Europe's leading manufactures and storage solution providers for the last 30 years.

"Customers deserve a team that understands the local needs and complexities of the Australian market. When you couple this with European-designed products, I believe Stow Australia will change the storage solution market," said Paul Johnson.

Ensuring that the imported product meets all of the standards, all of the time, is one of the greatest challenges in becoming an importer. The last ten years has seen an influx of imported products into Australia where price is the key and not necessarily quality. While price is important (and always will be), customers deserve a product they can trust.

### Automation and quality

As a global manufacturer, quality is at the heart of Stow brand. Averys Stow has invested heavily in automation and quality assurance processes.

Stow produces the same product at several factories, made in different countries but all designed in Europe at its headquarters in Belgium. Stow uses state-of-the-art software to process inquiries quickly and accurately. Each affiliate has its own team of skilled engineers, supported by the engineers at the headquarters - all focusing on providing safe and cost-efficient storage solutions.

Stow puts great emphasis on its production processes and the raw materials it uses. Especially in Asia, the company pays great attention to the quality of the steel used. After receipt of the mill certificates, Stow engineers perform in-house tests of every mother coil in order to ensure that the products are capable to carry the loads they are required to.

Once every month the company performs a third-party test to make sure that its own equipment is correctly calibrated. As a result of these standards, it only needs to refuse a few per cent of the coils delivered, as suppliers know that all material will be double-checked rigorously.

Probably the most important is the FEM certification. All components have been thoroughly tested in independent laboratories, all design and structural calculations comply with the stringent FEM regulations, and all Australian designs are individually verified against Australian Standards.

"We can say that we actually deliver what we promise," said Mr Johnson.

### A team with a difference

Mr Johnson said Stow Australia looked for two key attributes in its national team when setting up the operation.

"First, they must be easy to work with. We want our customers to find working with us an enjoyable experience.

"And second, they must be able to work with a client to identify a storage solution that meets their current and future business needs.

"While this may be a simplification of what it takes to be part of the Stow team, these are the attributes we believe will set us apart from the competition. Dedication to quality and investment in production plants provide the infrastructure for a business, but it is really the people that set it apart."

The national sales team at Stow Australia has over 60 years of industry experience between them and a proven track record in meeting the needs of clients. A network of distributors along the eastern seaboard supports this team.

### Innovative products

Averys Stow and Stow Australia have provided customers such as Cadbury, Swisslog, Siemens and General Carrying with storage solutions, supplying flexible solutions that best meet their current and future needs

Coinciding with the launch of Stow Australia is the release of the latest generation pallet shuttle system, the Stow Atlas II. It is a deep-lane storage and retrieval system, with a carrier used to move pallets within a specifically designed racking structure, thus optimising the storage capacity.

The pallet shuttle system consists of a specific rack and a mobile shuttle. This shuttle is a self-powered device that runs on rails in the storage lanes to load and unload pallets. The forklift places the Stow Atlas in front of the lane where the action is. From its home position, the shuttle performs the loading and unloading tasks without any further human intervention.

The forklift driver, using a remote control, communicates these tasks. Once the task is completed, the shuttle returns to its home position and is then ready to be transported to a new lane for a new task. Each shuttle unit runs on batteries and is transferred from one lane to another by a standard forklift truck.

By introducing more shuttles into a racking system, performance will increase. The system can be used for new installations as well as for refurbishments, and is independent from the number and the depth of the lanes. The automated system guarantees the highest possible storage density

Products such as the Stow Atlas II can truly provide Australian businesses with new alternatives to their storage solutions, just as Stow Australia now provides a new approach to storage solutions.

**For more information call 13 Stow (13 7869), email [sales@stowaustralia.com.au](mailto:sales@stowaustralia.com.au) or visit [www.stow.com.au](http://www.stow.com.au). *mhd***

## THE STOW TIMELINE

- 1977:** STOckage Wevelgem (Belgium) founded, 1st production plant established.
- 1986:** Turnover reaches +/- 5 mio EUR, mainly on domestic market – staff of 67.
- 1987:** Name changed to Stow International. Establishment of affiliate companies in Europe.
- 1996:** Start-up of affiliate and production plant in Shanghai (PRC) (100% foreign-owned and managed). International expansion through a network of distributors in Europe, Middle East and Asia-Pacific.
- 2001:** Stow becomes member of KRI Group.
- 2006:** Fully automated factory opened in Dottignies (Belgium).
- 2007:** Turnover reaches 171m EUR (staff Europe: 394 – staff China: 163).
- 2008:** New factory in China (100% foreign-owned and managed). Stow Russia established.
- 2009:** Additional production unit, Stow Karvina, opened in the Czech Republic.
- 2010:** Acquisition of crane manufacturer MLOG (GER) by parent company Kardex Group. Start-up of Stow India affiliate.
- 2011:** New corporate identity 'KardexStow'.
- June 2013:** Stow Australia is relaunched.
- August 2013:** Stow is acquired by Averys to become Averys Stow. The acquisition results in an organisation with sales of over 350m Euro a year.

## THE STOW ATLAS II – TECHNICAL SPECIFICATIONS

- Speed: 0.8 m/s loaded – 1 m/s empty.
- Load capacity: 25 kg – 1500 kg.
- Two versions available:  
standard: euro, industry and combined.  
adaptable: for multiple pallet types, also big bags.
- The system is designed to work in temperatures from -35°C upwards.
- Unlimited lane depth.
- Long-lasting batteries are included, guaranteeing maximum autonomy. Braking energy is regenerated, optimising operating autonomy.
- The electro-mechanical lifting device is as good as maintenance free, and ideal for cold store applications.
- The operator is free to work LIFO or FIFO at every moment in every lane.
- CE certified.