

CASE STUDY

DELTA[®] FAUCET



DELTA[®] FAUCET TAPS INTO FORTE'S DISTRIBUTION EXPERTISE.

PROJECT SCOPE

Provide planning, design and integration services for a new 255,000 sq. ft. Central Distribution Center (CDC) to increase the warehouse capacity of an existing manufacturing facility. Deliver a strategic geographic advantage for shortened delivery time to target markets. Design a facility capable of supporting forecasted growth with future expandability and improved customer service levels.

OVERVIEW

Delta[®] Faucet Company is a division of Masco[®] Corporation. It is the largest manufacturer of residential and commercial faucets in the world. Before partnering with FORTE, Delta operated three disconnected distribution centers: Greensburg, IN; Chickasha, OK; and Jackson, TN. A distribution analysis called for a redesign of this three facility network. Transitioning primary operations into a new CDC would improve order fulfillment capabilities.

FORTE provided planning and design services for two possible CDC locations. Upon finalization of the Jackson, TN site, FORTE provided all procurement and integration services for the required automation systems.

Delta utilized FORTE's WMS integration services, selecting and implementing a WMS system based upon Delta's specific objectives. The selected PkMS software suite of Manhattan Associates works in conjunction with FORTE's **CONTINUIMz™** DC Automation Director middleware module.

UNIQUE CHARACTERISTICS

Split case picks for retail, wholesale and direct-to-consumer warranty orders are automatically routed through six pick zones by FORTE's **CONTINUIMz™** DC Automation Director middleware module.

RESULTS

- Increased speed of delivery: capable of transit to 75 percent of all major markets within 24 hours
- Heightened customer service levels: customers are able to receive an entire order quickly and in one shipment, including products from other Masco divisions
- Lowered inventory levels across the supply chain
- Lowered transportation costs

“Delta made a significant investment in its distribution infrastructure and systems to ensure exceptional customer satisfaction. Working with FORTE was the most effective means of accomplishing our strategic objectives relative to the new CDC.”

- Director of Logistics, Delta Faucet Company



**THINK
INSIDE
THE BOX**

FORTE DELIVERS DISTRIBUTION ON DEMAND PERFORMANCE-DRIVEN RESULTS

WHAT RESULTS FROM
BEST-IN-CLASS SOLUTIONS?
BEST-IN-CLASS CLIENTELE.

OTHERS HAVE TAKEN TO OUR POINT OF VIEW.

Leading companies are embracing FORTE's advanced CONTINUIM™ methodology. In doing so, they are widening the performance gap over competitors and creating competitive advantages in their supply chain. Quite simply, they are distributing at the least cost, driving improved margins, and increasing profitability.

We have a national client base of Fortune 500 organizations, and fast-growing mid-market and small entrepreneurial enterprises. We're proud of the company we keep and welcome the opportunity to help you craft your optimal Distribution On Demand solution.

Augusta Sportswear®
C.R. Bard®
Beiersdorf®
Candle-lite®
Cintas
Custom Marketing Services
Delta® Faucet
Dole®
General Electric®
Gerber®
IBM®
KitchenAid®
Leviton
Lenox®
Nambe®
Newell Rubbermaid™
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6037 Commerce Court
Mason, OH • 45040
513.398.2800

www.forte-industries.com
info@forte-industries.com