

# RALEIGH

## About Raleigh

The Raleigh Bicycle Company is a British bicycle manufacturer based in Nottingham, England and founded in 1885. Using Raleigh as their brand name, it is one of the oldest bicycle companies and continues to produce some of the best known iconic bikes in the world.

## The Challenge

Raleigh required racking for a 27,000 sq. ft. temporary warehouse to store their products ahead of an expected increase in demand. The warehouse needed be constructed within 8 weeks, with the racking then required as soon as possible after completion.

## The Solution

Rack Group reached out to Raleigh to offer our services as a specialist racking design and install company.

Following a site visit, drawings of the design and layout were created to propose how to maximise capacity and workflow within the warehouse whilst ensuring safety and compliance. Raleigh chose Rack Group due to their quick response to their short deadlines and a combination of expertise, and cost effective proposal.

The racking used was AR Racking, who offered a quality, cost-effective product with quick lead times, thanks to our Official Distributor status. The install was for storage of bicycles and spare parts.

Providing a dedicated Account Manager, the racking was installed on time and on budget. It was also identified at the start of the install, that impact protection for the temporary structure was required. Rack Group are part of the IWS Group, which includes Brandsafe, who specialise in impact protection for outside and inside the warehouse. Brandsafe provided a number of barrier protection solutions to ensure the warehouse remained safe from vehicle impact.

During the project, Raleigh mentioned they were looking for a flexible storage solution for their spare parts within the warehouse. Another IWS Group company, warehouse accessory specialist Beaverswood, supplied hard-wearing, reusable refuse sacks for the warehouse, which were the ideal customer solution.

## The Benefits

**Rack Group delivered and installed the racking on site quickly after the construction of the warehouse, making essential alterations on the day to ensure the most optimised layout for Raleigh.**

**Thanks to being part of the IWS Group, we were able to act as a one-stop-solution provider for the additional requirements of Raleigh, saving them time, money and hassle.**

**Raleigh now has a fully functioning, safe, temporary warehouse to house their additional stock to meet increased demand.**

**The products supplied are all adaptable, should there be a requirement to relocate the equipment to a permanent warehouse in the future.**

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*The project required a quick turnaround from building the warehouse to racking installation, so we could be operational in time for the unexpected increase in customer demand. We chose Rack Group based on their expertise and ability to quickly deliver a great solution.*

*They completed the install on time, and ensured we had the best solution by providing advice and alterations ongoing. Additionally we really benefitted from the Rack Group being part of the IWS Group, as they also helped provide safety barriers and storage solutions. From start to finish, Rack Group were the ideal company to help us deliver our project on time and on budget, providing expert advice and additional solutions to make it a success.*

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**Christopher Green**  
Warehouse Manager