

PAK'nSAVE

Delivering a racking solution of seismic proportions;
Dexion and Blenheim PAK'nSAVE.

PAK n SAVE



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PAK’nSAVE delivers New Zealand’s lowest food prices for grocery shoppers and is part of the Foodstuffs group, which is New Zealand’s largest grocery distributor. Today, the 100% Kiwi owned and operated PAK’nSAVE supermarket boasts over 50 stores across the North and South Islands, achieving its renowned low prices by keeping costs down so savings can be passed directly onto the customer.

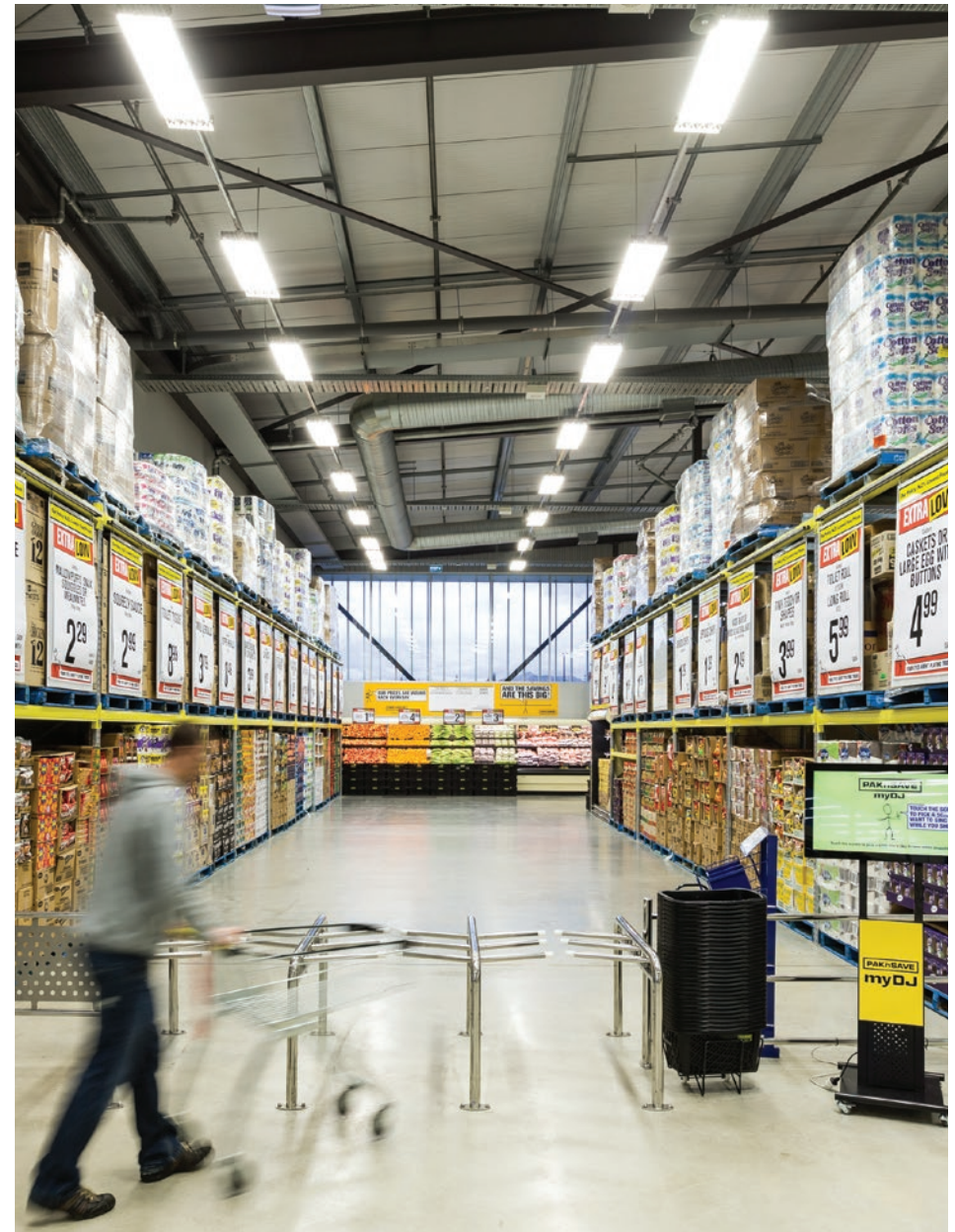
PAK’nSAVE has been able to reduce its costs by following a food warehouse format unique to New Zealand supermarket shopping – buying and stocking a range of everyday basic products in bulk to significantly reduce costs for customers. In addition, by offering a practical and functional environment, costs are further reduced – PAK’nSAVE’s plain style stores have no fancy floor covering, extravagant shelving or expensive lighting.

In 2012, PAK’nSAVE introduced a new store to Blenheim, which was the first in many years to be opened in the South Island.

According to Foodstuffs’ General Manager Property and Retail Development, Roger Davidson, Dexion was engaged to fit out PAK’nSAVE’s new flagship store because it was a trusted and reliable supplier.

“Dexion has been a supplier for over 25 years, consistently delivering a high quality range of products. Dexion is armed with intellectual knowledge, built over many years of working with the PAK’nSAVE brand. In light of the recent earthquakes, Dexion also understands the importance of delivering solutions that can withstand seismic activity,” said Davidson.

Dexion’s National Supply Centre Manager, Jeff Darby agrees that the major project objective for Dexion was to install a racking system that would protect against the risks caused by seismic events.



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“Given the recent earthquakes in Christchurch, Foodstuffs was understandably concerned about the risk to staff and customers from earthquake damage to the store, and how Dexion would be able to mitigate this risk with its pallet racking system. Safety issues were always paramount,” said Darby.

The solution offered by Dexion was Speedlock racking, a superior performing product during seismic events.

“Speedlock offers five point connectivity. Five point connectivity provides increased stiffness between the upright and the beam, which increases the beams load carrying capacity and greatly increases the lateral stability of the rack structure, hence better performance during seismic events,” explained Darby.

Dexion was required to produce 413 bays of racking, which comprised seven different types of racking: foodhall main racking, wine racking, foodhall perimeter and aisle racking, checkout shelving, bulk store racking, general chiller racking, and produce prep and chiller racking. All the racks were designed to suit the bulk storage of pallets that are commonly used in retail applications. The Speedlock system provides bulk storage capacity in the upper location of the rack and features retail picking locations within the lower part of the bay, up to a height of 1.8 metres.

According to Dexion’s Supply Centre Christchurch Design Engineer, George Simpkin the project was particularly unique, featuring a number of bespoke design elements.



“We brought Dexion onto the project because we wanted Blenheim to be the flagship store with a re-energised, fresh look. This meant a new colour format and shelving configuration. We knew that, given Dexion’s past experience with PAK’nSAVE, it would be able to respond to our design requests.”



“Not only did we design the racking using a new yellow and silver colour scheme to ensure visual consistency across the stores; specialised tooling was also used to create a bespoke reverse punched upright and retail beam that would offer 25mm adjustment to all shelves (rather than the standard 50mm) for added flexibility,” said Simpkin.

For Foodstuffs’ Retail Fitout Manager, Steve Rothwell, Dexion’s intimate knowledge of the PAK’nSAVE business enabled the team to effectively respond to Blenheim’s special requirements.

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Accordingly, Dexion was heavily involved with the Foodstuffs team from project inception right through to completion.

“Dexion was involved in the design meetings from as early as the concept stage.



“The installation process was extremely efficient and it was all turned around quickly. The Dexion team were very approachable and the end result was fantastic.”

The team worked together with our architects, fire engineers and structural engineer designers, providing expert advice and input in relation to fire safety and seismic issues,” noted Davidson.

For Simpkin, regular and close communication with the Foodstuffs team was vital to the timely launch of the Speedlock system in Blenheim.

“We worked closely with Foodstuffs throughout the entire project – from the manufacturing drawings, through to sign off, and full manufacture and installation of the new product,” noted Simpkin.

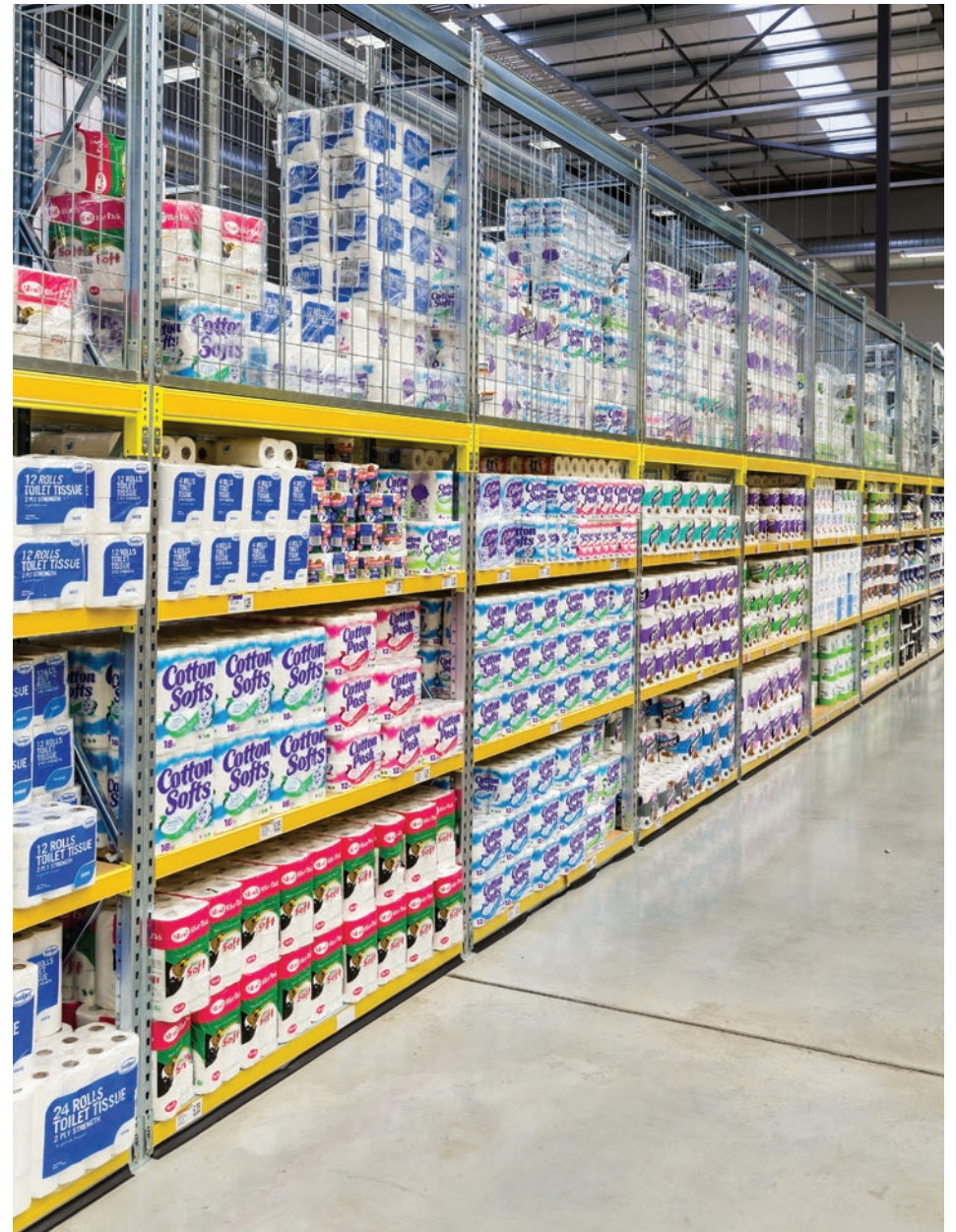
“Open and regular communication between all parties involved ensured the product was delivered and signed off on within a relatively short time frame,” added Darby.

According to Blenheim’s Owner Operator, Mark Elkington the installation process was particularly seamless.

“The installation process was extremely efficient and it was all turned around quickly. The Dexion team were very approachable and the end result was fantastic,” said Elkington.

Perhaps the greatest hurdle Dexion faced pertained to the newly implemented council requirements. Since the Christchurch earthquakes, building codes and design criteria significantly tightened.

Consequently, Dexion needed to obtain council consent for the racking design, manufacture and install, which had to comply with the newly upgraded pallet racking standards including AS/NZS1170



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Structural Design Actions, BRANZ Seismic Design of High Level Storage Systems with Public Access, NZS 3404:1997 Steel Structures Standard, AS/NZS 4600:2005 Cold Formed Steel Structures and AS4084:1993 Steel Storage Racking.

Despite all these challenges, Dexion was able to deliver a product that was safer due to the added seismic strength of the Speedlock racking. The new look racking also offered a brand facelift, freshening the look of the store.

In July 2013, Dexion’s racking installation was tested by the Seddon earthquake. The Blenheim PAK’nSAVE store was the only supermarket to open immediately following the earthquake, with minimal stock loss and no racking damage.

“We didn’t lose anything off the shelving and the Dexion racking performed admirably. All the testing and new council sign off processes were put through a rigorous test and performed outstandingly,” observed Davidson.

“We are very happy with Dexion’s Speedlock product and how it has performed, particularly in the extreme circumstances of the Seddon earthquake,” agreed Rothwell.

“The feedback we’ve received from the end users of the product – both the owner/operators and the customers has been very positive,” added Rothwell.

Blenheim’s Owner Operator, Mark Elkington, is also very pleased with the end result.

“The racking looks really fresh and vibrant, and the design is effective in terms of accessing stock,” noted Elkington.

With another PAK’nSAVE due to open in Christchurch in 2015, Dexion is excited to once again work with Foodstuffs to implement its Speedlock racking system that will share the refreshed look and improved design of the Blenheim store.

