



Aqua by Aqua

Euro Shelving &
Longspan Shelving
Installation

Leeds Warehouse and Distribution Centre

The Customer

Aqua was founded in the north of England in 1999 with an aim to support and nurture the development of independent designers. In 2008 with the help of Ryan Holiday Stevens, Aqua launched their first in house collection which rapidly became a huge success. The iconic shapes and recognisable designs became a signature for Aqua and in 2009 they began wholesaling their collection to ASOS.com where they became a best selling brand.

In 2010 the flagship womenswear store launched on London's Carnaby Street and the brand has since gone on to receive huge press and industry interest with an ever growing and loyal following of fashion-savvy consumers. The Aqua menswear line launched into London in 2011 with the brand's design team working alongside acclaimed emerging design talent to add a new dimensions to their signature style and truly reaffirm their place right at the forefront of affordable British fashion creating a point of difference in the market for the image conscious youth of today.

The Requirement

Aqua by Aqua were rapidly reaching capacity in 2011 in terms of warehouse space and moved premises in late 2011 to keep up with growth and to facilitate its international wholesale plans. **The previous operation utilized bulk box storage on the floor and this adequately serviced the client base at that time. However as the operation grew, a programme of continuous investment was undertaken to improve operational effectiveness.** Part of this improvement will be realized with the investment made in the warehouse operation.

The Solution

Leeds based Avanta UK Ltd, designed, supplied and installed Euro and Longspan shelving systems for BDC1M boxes, bagged items and hanging garments. The aim of the project was to: -

- Improve pick rates**
- Improve product throughput rate**
- Set up an Internet returns section to improve rework etc.**
- Increase storage capacity**
- Improve stock control**

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The Euro Shelving installation provides Aqua with 3039 product pick locations and the Longspan provides 2575 BDCM1 box locations and 22 linear metres of garment hanging.

The installation took 5 working days.



Andrew Chipp of Avanta UK Ltd commented, *"We are delighted to be working with an up and coming nationwide fashion brand in Aqua by Aqua. By increasing storage capacity and improving pick rates their storage equipment requirements are future proofed in the short to medium term."*

The storage system has been designed to allow the

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simple addition of a second tier with walkways as and when the business needs demand it. This will add another 80% capacity to the existing installation"

Andrew added, *"A good percentage of our work is with retailers during the growth stages of their business and our clients include AllSaints, Mamas & Papas, USC and Next."*

Comments from Aqua by Aqua:-

Pete Batty – Warehouse Manger

"Andrew's advice and knowledge of the retail industry was invaluable to us when planning our shelving. He listened to our needs and drew on personal experience to make sure we got the most from our warehousing space. Nothing was too much trouble for him."

Nicola Paul – Website Manager

"The installation of Avanta's racking and work stations has been invaluable for increasing efficiency and effectiveness in our business. We have improved productivity and provided an enhanced working environment for our staff as a result."

Avanta UK Ltd for all your mezzanine floor, racking, shelving, steel and office partitioning needs

Avanta UK Ltd offer a full office and warehouse interior design and installation service. We offer a free Site Survey and CAD Design and Consultancy Service, responding promptly to your enquiries.

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See more case studies at

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