

# Performance, Inc.

## Client Overview

Performance, Inc. is the nation's leading bicycle mail order and retail company. The company also produces the nation's largest SCUBA diver catalog. Headquartered in Chapel Hill, North Carolina, Performance Bike Shops are located in California, Oregon, Washington, Colorado, Pennsylvania, North Carolina, Maryland, Virginia, and Illinois.

Since its inception in 1982, Performance has thrived on its ability to meet and anticipate customer needs. The company offers a 100 percent satisfaction guarantee and overnight shipping on all products, as well as a price protection plan that allows customers to receive products the next business day at a competitive price.

## The Challenge

Performance's market forecast indicated significant growth for its mail order and retail businesses, and its existing facilities would not effectively support this increased activity. Tompkins Associates was retained to ensure that the right design, building space, and equipment types were put in place to support Performance's activity levels in the Chapel Hill Distribution Center (DC).

The main challenge facing the Tompkins/Performance design team was developing a warehouse layout that could efficiently support operational requirements for both the mail order and retail businesses. An aggressive project schedule was established to ensure that the facility was constructed with all material handling equipment installed and operational prior to Performance entering its peak season in seven months.

## The Solution

Tompkins developed and assisted Performance with the implementation of a redesigned and expanded DC that would handle its projected pick volume and allow for additional pick capacity without further expansion. The plan integrated multiple-level pick modules, consisting of carton flow rack and decked rack shelving, with a complex conveyor sortation system. All orders are inducted onto the conveyor system in their shipping cartons and diverted into the appropriate zone(s) by the conveyor's control system. The conveyor system routes completed orders to in-line packing stations and across an in-line scale, and then sorts them to the proper dock door.

## The Results

Performance's warehouse expansion was operational before its peak season. With increased efficiency at the main site, Performance is saving valuable time, cutting costs, and handling growth without additional labor requirements. The level of customer service has also improved due to added system capacity and accuracy. As Performance continues to expand and improve, Tompkins is prepared to offer tailored solutions that yield bottom-line results.