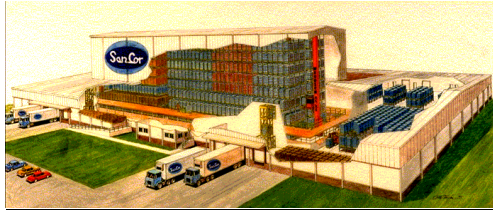


Innovation is not the product of logical thought... although the result is tied to logical structure.

Albert Einstein - Physicist



ASRS Planning - Feasibility

The planning phases of manufacturing, distribution and logistics projects require weighing the risk & return aspects of every alternative. Every client has different characteristics that impact the company's tolerance for applying ASRS including technical capability.

Honest review of the client's strategic goals, current business model, culture, and technical/financial capability sets the stage for analyzing the client's probable success for implementing, operating and sustaining their business using ASRS.

LW Consulting LLC has evaluated hundreds of client's ASRS alternatives. Experience in this work has led to a process that supports a good decision. Moreover, the decision process can be done in stages that can allow a client to progress to more detailed analysis or stop so that even the cost of feasibility evaluation is controlled.

Genius is one per cent inspiration and 99% perspiration.

Thomas Edison - Inventor & Businessman

Existing ASRS - Problem Solving

Every ASRS was designed to deliver business results for the owners. Being able to develop a clear understanding of what the ASRS was intended to do and establishing clear metrics for evaluating the current state of performance is a critical step in analyzing problems.

Understanding an ASRS problem's root cause requires deep insight into how the wide range of mechanical, controls, and softwares work and interact in each application. Applications can vary widely in performance and materials handled and only experience can support a rapid and well-founded determination of the problem sources.

LW Consulting LLC has over 30 years experience in ASRS. Having actually visited and worked with problem situations at hundreds of customer sites has given the firm experience. Len DeWeerd, Principal Consultant, and his associates, all have two decades or more of ASRS experience.

Innovation distinguishes between a leader and a follower.

Steve Jobs - Apple Computers

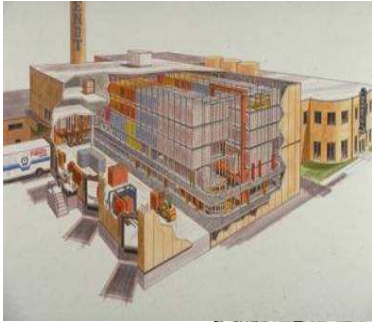


ASRS - Solutions

Whether buying a new system or implementing mechanical, electrical, controls or software, specific solutions can be outlined and if required, specified so that the client and the solution suppliers, internal or external, are clear as to what needs to be done.

Clients can perform solutions themselves or arrangements can be made to outsource work to the wide array of qualified firms that LW Consulting LLC has known for over 25 years. The client can decide what is best for them.

LW Consulting ASRS & Material Handling Planning & Support



Distribution System Design Process



LW Consulting, LLC

Business and Material Handling Consulting

"start with the end in mind"

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ASRS - the 10 most critical points

- ✓ US business conditions will cause ASRS to be as important here as it is in Europe.
- ✓ Return on investment analysis for capital spent on ASRS is often oversimplified.
- ✓ ASRS makes sense when your IT, processes and KPIs are optimized.
- ✓ ASRS projects must align with corporate strategy and capital plans.
- ✓ ASRS projects require clients to plan with a 5 year vision to avoid obsolescence.
- ✓ Building flexibility into ASRS designs is critical for handling operational anomalies.
- ✓ Uncommitted buyers usually fail by not aligning the operational users during the design process.
- ✓ Determining material handling issues are the most critical issues for equipment selection.
- ✓ Failed implementation and Integration strategies are the greatest risk.
- ✓ Selecting and training staff for maintaining an ASRS is critical.