

FORTNA

Customer Success Series

How Moen Transformed Its Distribution Operations with FORTNA



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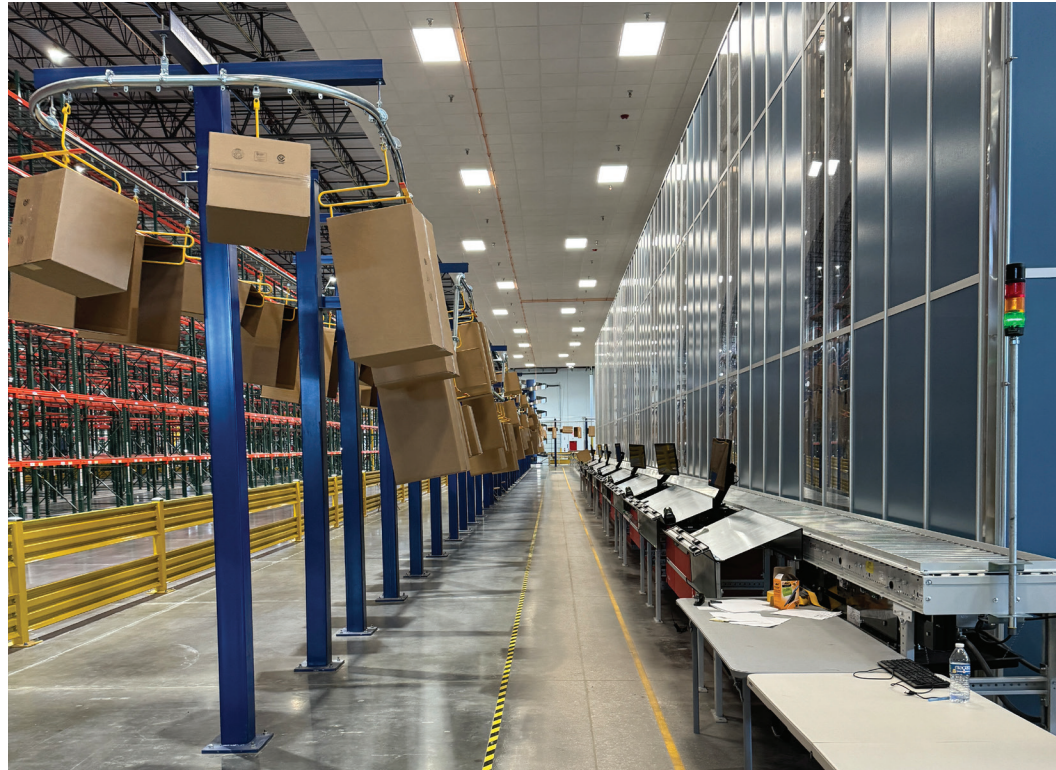
About Moen

Moen, a flagship brand under Fortune Brands Innovations, is the number one faucet brand in North America. Renowned for its commitment to innovation, quality and design excellence, Moen has established itself as a leader in kitchen and bath solutions.

To sustain its market leadership and respond to increasing demand on the West Coast, Moen recognized the need to enhance its distribution capabilities. By improving its supply chain, Moen aimed to ensure reliable and efficient product delivery while maintaining the high standards that customers have come to expect from the brand.

Challenge

Moen faced increasing pressure to modernize their distribution capabilities due to corporate restructuring and a rapidly evolving market landscape. Consolidating its operations and inventory management under one roof was a critical step in optimizing its supply chain. However, the existing facility struggled with outdated processes, 20% higher labor costs due to unexpected volume and limited automation systems, as well as delays in kicking off the project due to staffing transitions and logistical issues.



Project Overview

Moen initiated a transformative project to expand and automate its Las Vegas distribution facility, establishing it as the primary hub for western U.S. operations. This strategic move included the closure of a California site, redirecting resources and refining distribution flow.

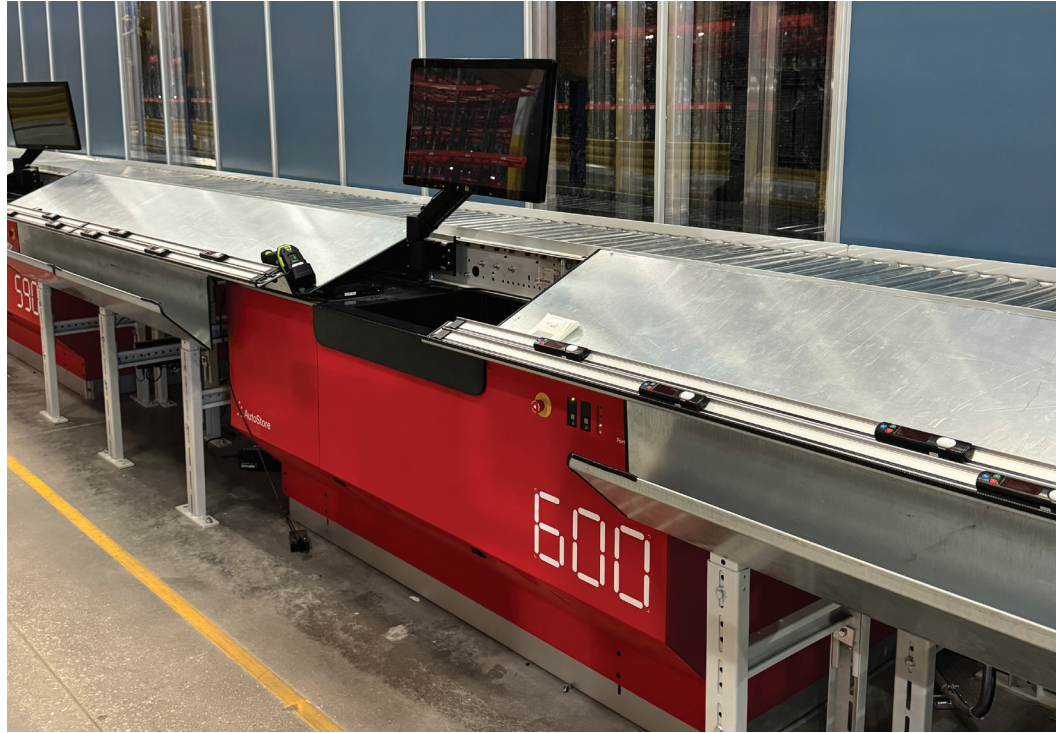
Evaluation and operational design

A comprehensive assessment of the existing facility was conducted to identify picking, packing and shipping bottlenecks, as well as labor inefficiencies and space constraints. Using advanced planning tools and proprietary algorithms, the real-time data highlighted key areas where automation and process improvements could drive significant long-term gains.

In response, an operational design was applied with a customized AutoStore, a warehouse storage and retrieval system, to maximize material handling and streamline order fulfillment.

The AutoStore solution

This AutoStore storage system packs items into bins that are stacked tightly together, 16 totes high. Autonomous mobile robots (AMRs) ride on a grid system above the stacks, allowing them to move in any direction. The solution enables quick retrieval of items, even those located at the bottom of the stack, ensuring workers can continuously pick products without waiting for bins to arrive. The AutoStore system, combined with FORTNA's warehouse execution system (WES) and warehouse control system (WCS), seamlessly directs operations from receiving to shipping.



“Working closely with the Moen team, we were able to bring their operating model to life with FORTNA software solutions, our unique application of AutoStore, and the addition of best-in-class material handling technologies.”

Rob McKeel
CEO at Fortna

Implementation

During the implementation phase, Moen transitioned from a legacy system to a fully automated, high-performance facility, incorporating advanced robotics and sorting systems to accelerate processing and improve order accuracy.

The warehouse features sustainable practices, such as right-sized packaging, which minimizes box sizes for shipping, leading to freight savings, reduced material usage and a lower carbon footprint. The efficient sorting system, including FORTNA's - sliding shoe sorter, feeds outbound cartons to the appropriate shipping lanes, reducing labor requirements while improving accuracy and throughput.

The shift of operations to Las Vegas consolidated logistics, streamlined processes and positioned the facility as the central distribution point for the West Coast.

Comprehensive staff training facilitated a seamless transition, reducing downtime and ensuring effective integration of new systems and workflows.



“Partnering with FORTNA once again to optimize our new greenfield location in North Las Vegas was a key decision for us. Our approach strategically resulted in a facility that maximizes our warehouse performance, allowing us to enhance efficiency across every phase of our operations.”

Christopher Toma
Senior Director of Distribution at Moen

Results

With the power of targeted operational design and innovative automation, Moen achieved substantial gains. The project not only addressed immediate challenges, including increased throughput, faster order processing and cost savings through reduced labor dependency, but positioned Moen for scalable future growth.

Operational since October 2024, the Las Vegas facility has become the cornerstone of Moen's distribution network. It has elevated Moen's logistical capabilities, enabling the company to serve its retail partners and maintain a competitive edge in the market.

Key highlights

- Increased throughput by 435%, effectively managing higher order volumes with improved accuracy
- Reduced labor dependency by 60% through strategic automation and operational streamlining
- Enhanced customer service capabilities by centralizing distribution and improving delivery times
- Minimized carbon footprint through optimized packaging and shipping processes

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About FORTNA

Meeting today's supply chain demands takes more than just automation; it requires a partner who can align strategy with execution. At FORTNA, we take a comprehensive approach to help companies like Moen overcome complexity, streamline operations and drive measurable results. Whether it's navigating a complicated distribution network, improving throughput or reducing labor dependency, FORTNA helps businesses turn supply chain challenges into opportunities for long-term growth.

Contact us today at www.FORTNA.com