

## The "Professional's Source" Chooses ITOH DENKI

Manhattan, NY, U.S.A.

### Intelligent Conveyor System Built For B&H Photo

B&H of New York City, NY has been serving imaging markets for more than 25 years and is a leading mail-order source for photo, video, pro audio and digital photography equipment and supplies. Through all those years their goal has been to deserve the trust of their customers. To do this, they knew they would have to offer competitive pricing, along with being determined to combine honest and helpful dealing with the best service before, during, and after the sales. Knowing that professional photographers are justifiably the most demanding customer group they serve, and knowing that their repeat business would be essential to their success, they adopted the phrase "The Professional's Source" to describe its business focus and used it as a promise they are dedicated to keeping. They understand that long-term customer satisfaction depends on the ability to maintain a knowledgeable and courteous customer service staff assisted by the best support systems. And an important part of that support system was the fulfillment system located at its Ninth Avenue superstore in Manhattan, NY.

Because the order fulfillment system is full view of all its customers in its store, B&H was concerned of the image of the old table top conveyor system portrayed. Along with excessive noise and significant dust annoyance, it was a constant maintenance headache. Also concern was chain links breaking and becoming possible safety hazards. This combined with the fact that it could not keep up with the demand of increasing orders necessitated the view of a new conveyance system.

To eliminate its problem, B&H sought out the expertise of consultant Ervin Hoffer of Hoftronics Corp. Brooklyn, NY. Mr. Hoffer teamed up with Morteza Mortazi from Intelligent Package Systems (IPS) of Dallas, TX, and ITOH DENKI USA to devise a solution to B&H's predicament.

The answer consisted of removal of the old conveyor system and replacing it with a state of the art zero pressure accumulation conveyor utilizing ITOH DENKI's 24VDC model PM486FS motorized rollers. The noise reduction was a drastic change along with the clean, safe, efficient benefits of the Power Moller.



Also used were ITOH DENKI Right Angle Transfers or RATs to replace existing pneumatic pushers which were noisy and unsafe. These RATs use ITOH DENKI Power Moller components for the lift and transfer operations. These are the same features of our motorized rollers which include quiet operation, safe use and dependability.

With the new system orders are generated when customers, discussing a product with a sales representative, would like to review the item. The sales representative can then advise the stock room, which is in the lower floor. Product is then placed in plastic totes and raised to the showroom via lifts. The product then is conveyed on ZPA conveyor under the sales counter and transferred to the respective sales representative via the ITOH DENKI RATs. The customer can then view the product. If it meets with approval, the tote with the product is conveyed to the checkout / pick up area. After payment the customer can then obtain their merchandise. This allows for an efficient, fast, safe and secure method of purchasing.

It is a daily reminder that B&H gives everyday customer and everyday visitor the kind of respect and dependable assistance that would please a professional. Millions of satisfied customers are testimony to the success of their efforts. ITOH DENKI USA, INC is pleased to team up with Hoftronics and IPS to provide a professional conveyor solution.