



CASE STUDY



From Stacks to Towers: How Badger Liquor Transformed Its Pallet Storage

Challenge

Badger Liquor faced inefficiencies in pallet storage due to inconsistent supplier practices and local fire code requirements. Around 600 pallets needed to be kept in storage at any time, creating space constraints. To comply with local safety codes, pallets were stacked only six feet high with six feet of spacing between them, and overflow pallets were stored in a 53-foot trailer off-site. A forklift operator dedicated 30 minutes daily to replenishing stacks, adding both labor and cost. The setup was inefficient, pace-intensive, and vulnerable to compliance risks during audits.

Solution

Rehrig Pacific introduced their **high-density Pallet Tower storage solution** to maximize vertical space. Each 32-foot Pallet Tower can hold up to 63 CHEP pallets within a compact 5x5 footprint. Working with Badger Liquor's fire protection company, Rehrig Pacific ensured the installation met local safety codes without requiring sprinkler modifications. By consolidating pallet storage into the Pallet Towers, Badger Liquor reduced daily replenishment needs. It eliminated the reliance on off-site trailer storage, while also freeing up valuable warehouse space for bulk racking and product storage.

Results



Space Optimization: Increased pallet storage from 6-foot stacks to 32-foot towers, consolidating 63 pallets into the footprint of a single tower.



Financial Impact: Projected ROI of 1.64 years, with total net benefits of ~\$413k over five years driven by reduced labor costs and improved space utilization.



Operational Efficiency: Day shift no longer needed to replenish pallets; night shift replenishes once per shift.



Freed Assets: A full 53-foot trailer was cleared for other uses.



Cost Savings: Each pallet position was valued at approximately \$1,959.51 based on the cost per square foot in Fond du Lac, WI.



Safety and Organization: Secured pallets in towers, reduced tipping risk, and created a cleaner, more organized warehouse environment.

"The Pallet Tower keeps the pallets in a safe place that is contained to keep them from tipping. It keeps the warehouse looking cleaner and more organized."

— Safety Coordinator

