



## WSL WAREHOUSE SYSTEMS LTD

# Lifting Efficiency and Profit

A leading provider in material handling solutions, WSL prides itself in maximizing its clients' cost-effectiveness, says Company Director STEVE SO.



Operations management is a key factor in business, and how it is conducted builds or kills

companies. As an organization grows, its mechanisms become convoluted, and often what was first a straightforward approach has become a mess of unnecessary backlog and expense. This waste of energy and resources has no place in the logistics industry, and WSL Warehouse Systems Ltd makes sure that its customers have none of that.

"Operating cost is no doubt a great concern for every business," says Steve So, WSL Company Director. "Better control over cost entails a better edge for any company over a severely competitive environment."

### Design and Deliver

WSL is renowned in Hong Kong and the Asia Pacific for top-notch storage and material handling solutions, including warehouse planning, design, contracting, and equipment provisions. The company uses innovative tools and techniques to analyze client needs. Computer-generated simulations test warehousing layouts for maximum efficiency and safety before any implementation occurs. This also significantly reduces risk and cost.

According to So, WSL has maintained its strong position by upholding three key competitive advantages. "Utilizing warehouse space to achieve the highest storage volume, providing state-of-the-art first class warehouse systems design according to business requirements for best operation efficiency, and furnishing cost-effective solutions to accomplish the best economies of scale - these principles guide us in giving the utmost benefit for our customers."

### The Right Equipment

WSL is also the appointed sole distrib-



utor of Landoll Corporation to promote its material handling products in the Asia Pacific Region. The Kansas-based manufacturer designs, fabricates, finishes and markets heavy equipment, including three lines of forklifts that WSL offers: The Bendi, the Drexel and the LSC.

Bendi trucks are famous for having the world's first 180 degree articulating mast front wheel steered design, providing unmatched maneuverability in narrow aisle storage. It comes in electric and internal combustion variants.

Drexel SwingMast trucks are electric or internal combustion powered and have a 90 degree rotating and shifting mast that operates as a front or side loader that can stack pallets or long loads in aisles as narrow as fifty-six inches. In addition, the Drexel EX front-loading truck variant is designed to operate in flammable and hazardous atmospheres.

Landoll also make an inexpensive stand up drive-counterbalanced truck, the LSC. Short for Landoll Stand-Up Compact, this forklift with a classic design is excellent for loading and unloading containers, as well as loading operation over the dock.

"Our goal is to solve your material handling problems," says So. "Landoll's Bendi

Narrow-Aisle, Drexel Very-Narrow-Aisle and LSC forklifts provide the ideal solutions through increased utilization of space, improved productivity, and greater flexibility. They have proven to be very effective for all storage space problems."

### Value Added

Apart from forklift trucks, WSL also offers several material handling products, including plastic pallets and containers, shelf bins, container trolleys, ladder carts, packaging benches, workbenches and stools, conveyors, tool cabinets, dunnage bags, and paper edge boards. It services all kinds of pallet racking, light/ medium duty shelving, cantilever storage and garment handling. System automation and semi-autonomous warehouse design also falls under the company's expertise.

From a complete range of products to a full suite of services, WSL is an exemplary figure in Hong Kong enterprise, as a one-stop shop for integrated, bespoke business solutions. "We at WSL are ready to show and let you experience our services and tools to best serve your business objectives. Just tell us what you need." ■

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