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Egyptian Warehouse Automation Leader Solves North American Supply Chain Disruption Challenges

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COVID drove many supply chain disruptions in 2021. This was particularly true for companies using Asia to source product. Sadly, the bottleneck continues in 2022, but there are new channels now available to serve the North American material handling market. System integrators, dealers, and distributors in the space cannot work with vendors who offer slow delivery timetables. Customers want shelving, racking, conveyors, and robotics no later than Q3 2022.

MODEX 2022 provides answers to solve the supply chain disruption

MODEX 2022 (March 28-31, 2022) in Atlanta, will once again bring many global manufacturers to the event. Nearly 800 exhibitors and 40,000 attendees will respect COVID health and safety protocols while learning about much needed solutions from a variety of global manufacturers. For the first time there is an African company exhibiting at MODEX: [LinkMisr International](#).

LINK MISR
International

Booth #C5475

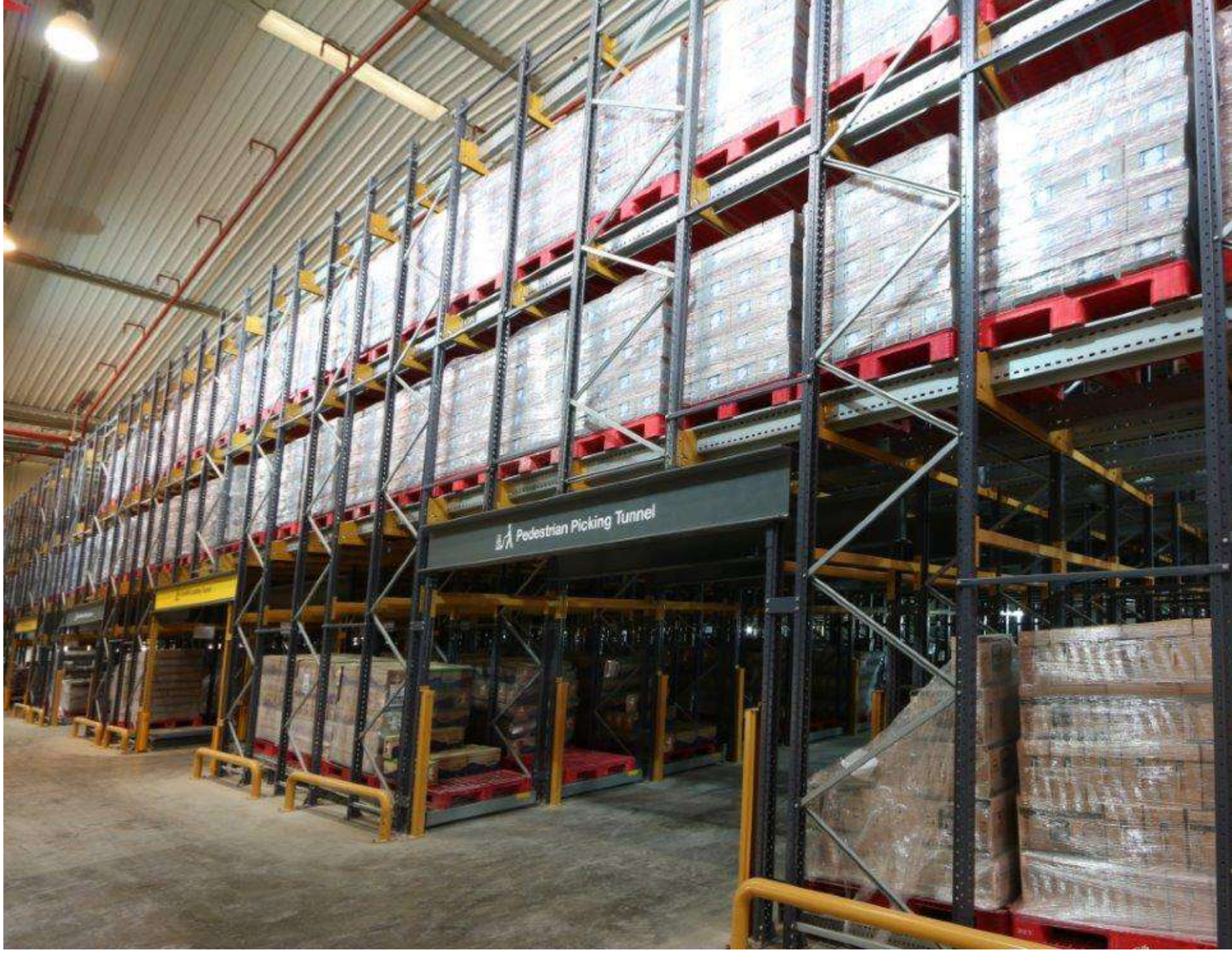
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LinkMisr International is a leading industrial company specialized in manufacturing shelving and racking systems now serving North America. Recently, Simon Armanious, based currently in Canada, shared more about the Egyptian company and why the timing for growing the North American distribution channel is ideal. Simon shared that LinkMisr was established in Egypt in 1993 and now has four factories. In nearly thirty years the company has grown significantly and sustained its position as the market leader in Egypt and other countries in the Middle East, Africa, and North America. LinkMisr owns and manufactures its products in four plants with total area of 28,000 sqm (more than 300,000 sq. ft.) using the most modern equipment. The manufacturing facilities include an automatic shelving roll forming line, powder coating painting line, and uprights and beams roll forming line. The demand for on-time delivery is non-negotiable.

Warehouse automation benefits

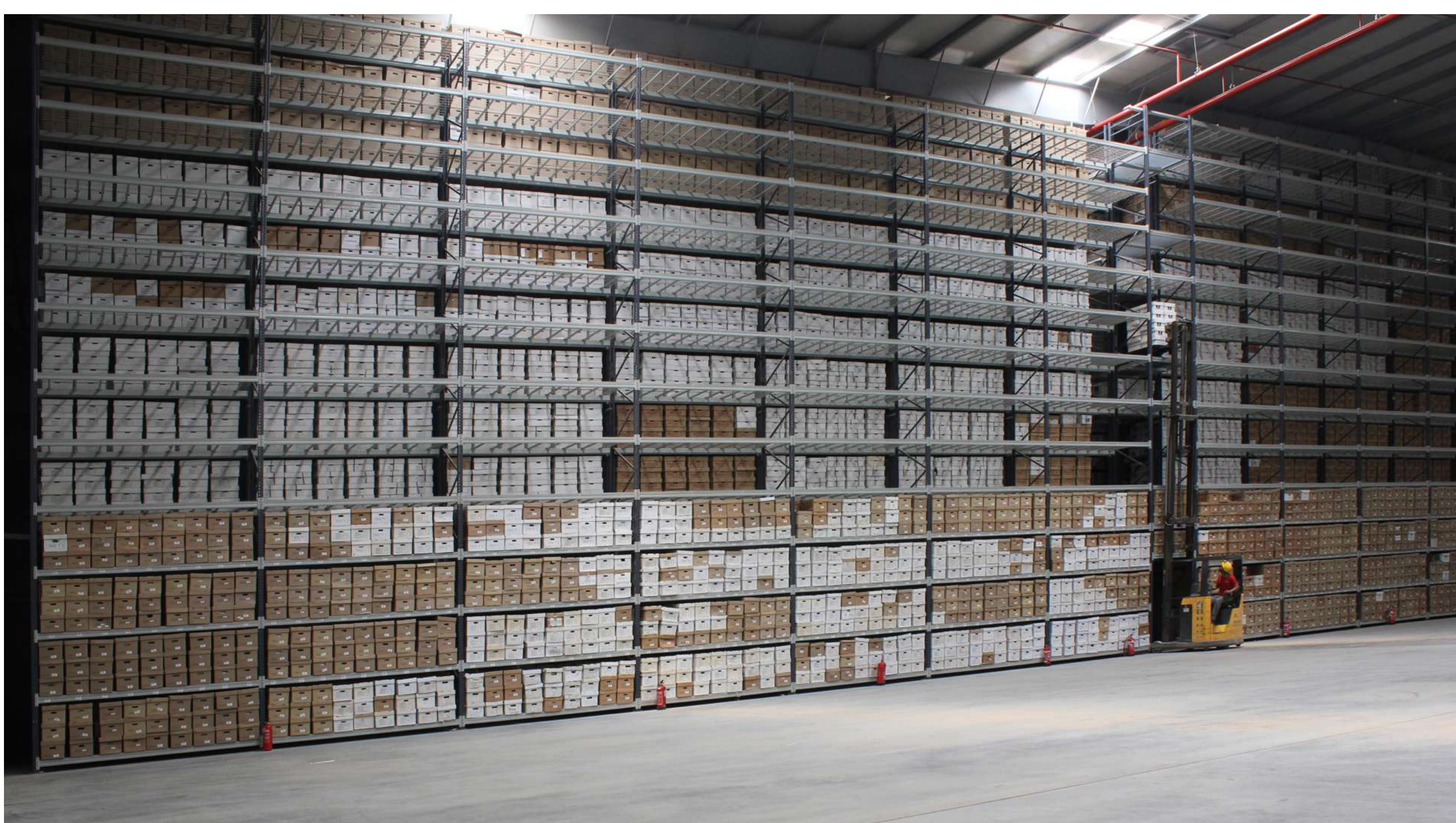
The benefits of warehouse automation can only be realized when products and solutions can be delivered and installed in a timely manner. Supply chain disruptions in 2021 persists in 2022. Ninety percent (90%) of all warehouse automation destined for North American installations use products manufactured elsewhere. Using manufacturers who guarantee rapid material handling product delivery is essential when e-Commerce is driving a dramatic increase in warehouse utilization.



As warehouse and distribution managers look to streamline operations, improve efficiency and production, and reduce costs, warehouse automation is on the rise. The benefits of warehouse automation are numerous. For warehouse managers just delving into automation, one of the first benefits realized is a reduction in manual errors. The cost per error ranges from \$50 to \$300. When multiplying the error cost by the 1%-3% error rate, it represents a significant impact on the company's bottom line.

Other benefits of warehouse automation include increasing speed. Automated systems instantly identify the locations of all items in a particular order increasing speed. Warehouse automation systems optimize routes and maximize productivity during the product retrieval process. Finally, warehouse automation speeds up inventory management processes by using the technology to automatically count items.

Maximizing space is yet another advantage in automating warehouses. Utilizing lift trucks that complete product retrieval and storage tasks reduce the need for wide aisles that accommodate large pallets and pallet jacks and workers. AS/RS systems also use conveyors and lift trucks that reduce the amount of space used for aisles.



By reducing human error, warehouse automation can simplify inventory management, allowing for more accurate inventory counts and related inventory data.

Goods-to-person

Many warehouse automation systems bring the products to the worker, rather than the worker going to the products. As a result, foot and equipment traffic throughout the facility is decreased, enhancing overall warehouse safety. This can also reduce product damage by reducing the need for warehouse staff to manually move products from location to location.

North American Material Handling Experts

Simon believes approximately thirty LinkMisr North American material handling experts will be selected in 2022. Because top quality is essential, strategic partners must understand the key benefits of a variety of warehouse automation, racking, and pallet storage systems.



Flexibility is the hallmark of recommended solutions tailored to suit customers' warehouse requirements. LinkMisr is proud to be the first African-based manufacturer at MODEX. At a time when supply chain disruptions continue from other regions of the globe, and hiring warehouse workers nearly impossible, a unique opportunity for innovators becomes the new imperative.

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Material handling experts who wish to be considered by LinkMisr should contact Simon Armanious at Simon.Armanious@linkmisr.com or call (647) 884-3624.

ABOUT THE AUTHOR

Thomas R. Cutler is the President and CEO of Fort Lauderdale, Florida-based, [TR Cutler, Inc.](#), celebrating its 23rd year. Cutler is the founder of the Manufacturing Media Consortium including more than 9000 journalists, editors, and economists writing about trends in manufacturing, industry, material handling, and process improvement. TR Cutler, Inc. launched two new divisions focusing on Gen Z and the African manufacturing sector. Cutler authors more than 1000 feature articles annually regarding the manufacturing sector. Over 5000 industry leaders follow Cutler on Twitter daily at [@ThomasRCutler](#). Contact Cutler at trcutler@trcutlerinc.com.

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LinkMisr International

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