



THE CHALLENGE



Alexandria, Virginia-based Lidl US, a grocery store chain with 174 stores along

the east coast, was set to construct an 880,000-square-foot distribution facility in Covington, Georgia. They needed a reliable partner to manage an on-time and on-budget installation of loading dock doors, pit levelers, restraints, dock shelters and rolling steel fire doors.

THE SOLUTION



MINER offered more than a set of quality products to match the need. They delivered

proactive, all-in-one solutions that spurred efficiency, aligned teams and kept the overall construction project on track. And after the project, MINER delivered a seamless transition from installation to maintenance as Lidl US prepped the facility for food distribution.

THE RESULTS



A finished-on-time project that MINER continues to maintain as Lidl US ramps up the

facility for food distribution to planned stores in the region.

PART OF THE FOOD CHAIN: MINER[®] PLAYS CRUCIAL ROLE IN FOOD DISTRIBUTION FACILITY CONSTRUCTION FOR LIDL US

Looking for a solution to deliver on their specific needs while keeping an overall construction project on course, the Virginia-based grocery store chain tapped MINER for dock door and interior door installation for its newest regional food distribution warehouse.

This large project began with a simple phone call.

Mike Struempfler, senior regional vice president of Warehouse Technology, a MINER company, got a call from the project manager for Korte Construction about an upcoming development for a food distribution facility. Their client, the discount supermarket chain Lidl US, was set to construct a large distribution facility in Covington, Georgia. The call was more a fact-finding mission for the Korte project manager, but the more they talked and the more Mike answered, the more the conversation turned into an opportunity. Even though they had a loading dock provider written into the specification, would Mike and his team be interested in putting in a bid?

Not one to say no to a challenge, Mike and his MINER team—Kevin Struempfler, director of operations in the mid-Atlantic region; Jim Oster, senior estimator; and Charlie Vasaturo, senior project manager—provided supplemental pricing and product information to Korte, who gave it to Lidl US.

“Our installation teams offer both mechanical and electrical installations for a true turnkey experience,” says Jim. “It’s a balance of the right price and products. And we make it work because of our commitment to providing our customers with the best-in-class service experience.”

Lidl US was impressed enough to grant a proposal meeting at their headquarters in Alexandria, Virginia.

SEEING IS BELIEVING: SITE VISITS AND IDEA-DRIVEN PROPOSALS

Before the first presentation meeting, the MINER team visited Lidl US’s food distribution center in Perryville, Maryland, to do a survey and see the operation and equipment firsthand.

“A facility like that has a lot of critical parts to keep it running,” says Mike. “There’s refrigeration. There are racking systems. If they can’t get a product in and out of the facility quickly using loading dock equipment and overhead doors—not to mention the doors going in and out of freezers and fire doors—that operation isn’t going to function efficiently.”

This fact-finding mission not only showed the scale Lidl US wanted to replicate and enabled MINER to tailor a presentation to those needs, but also gave the team ideas they could add in, such as going from galvanized coating to a zinc-enriched powder-coat paint process and making the control panels more secure. (See sidebar.)

At the meeting, Lidl US was impressed with the presentation, price, product and new ideas to earn MINER a next step. But they had another request.

“They wanted to see our equipment in operation,” Mike says. “We took them to a facility about 45 minutes away [with our equipment in it]. They were impressed by the machinery, the installation and attention to detail.”

It wasn’t long before the MINER team received word: Lidl US had awarded MINER management of the dock door and equipment installation. And it was time to get to work.



CONSTRUCTIVE IDEAS

MINER looked to replicate previous facilities to line up to what Lidl US had done before. But they brought new ideas that made a difference. One was to change Lidl US’s finish specification on the dock equipment from a galvanized finish to a zinc-enriched powder coat paint finish. Not only did the finish look better and last longer, but it also saved a significant amount of money while being better for the environment.



Meanwhile, MINER updated the dock door controls to be more secure. The easy-to-use Blue Genius™ controls have a microprocessor and touch screen

technology—versus the push-button versions that were less secure—that work in adverse conditions.

BEING PREPARED: PLANNING AHEAD PAYS OFF

On a construction project of this size and length of time, any delays have a rippling effect on costs and deadlines. It's a logistical dance of multiple contractors and specialties being in the right place at the right time. Weather delays, breaks in supply chains and updates are inevitable.

"Adversity put us in a position to succeed," says Kevin. "Because prior to the project, we had a good game plan in place, ensuring we were part of the solution instead of a problem that could arise."

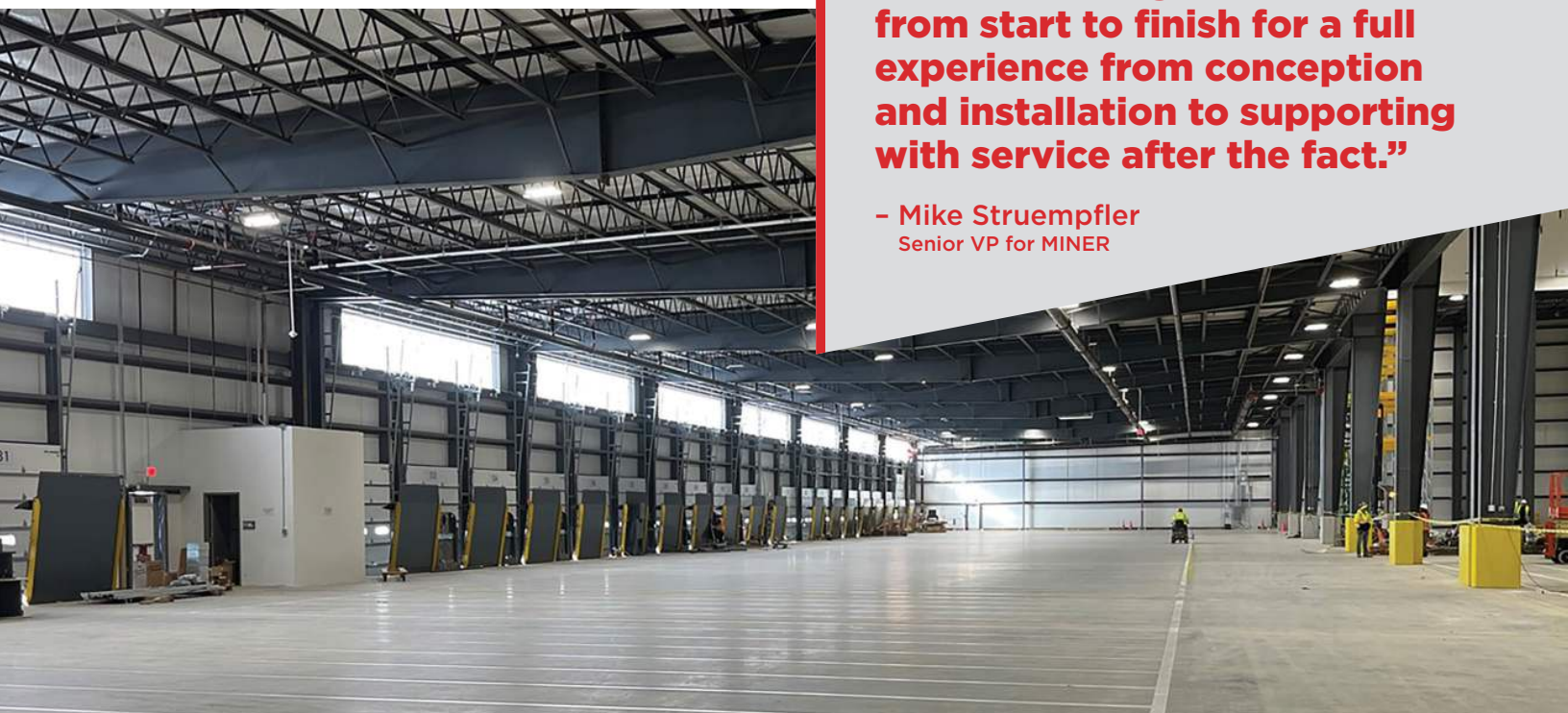
With docks and doors being one of the last components of the construction, it was imperative that MINER stay on task. But they went one better. And for that, Lidl US was thankful.

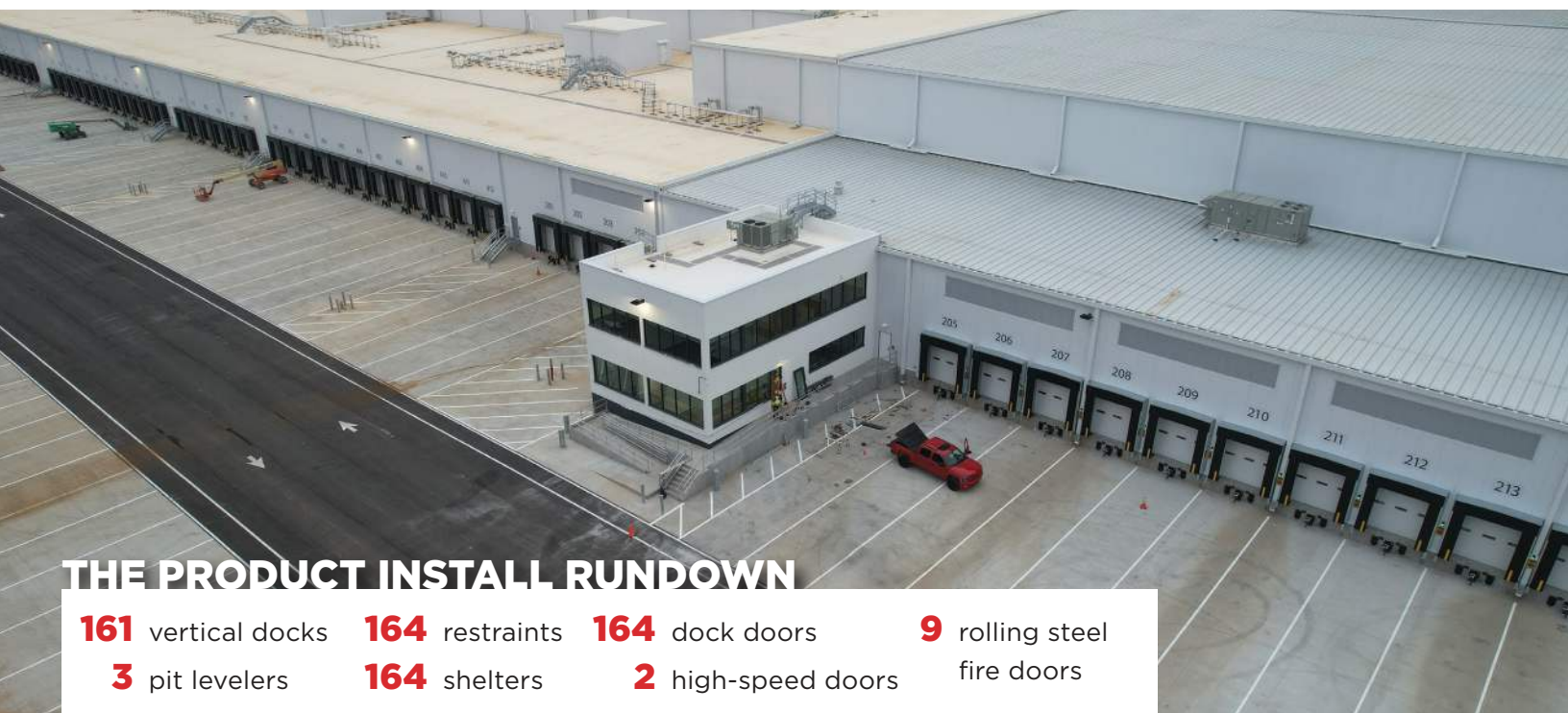
The overall project had faced some weather-related adversity and was behind schedule. As it got closer to MINER's part of the project, Lidl US's management asked MINER if the team could finish 60 days sooner than their forecasted duration.

"Basically with all our resources and being prepared for delays and unforeseen circumstances [those items built into the proposal], we had to turn up the heat to get this done," says Mike. "Through our project management and working with our team of suppliers, we were able to better our duration date by 60 days." But getting it done sooner didn't mean things got rushed. "There was no sacrifice of quality of work."

"We're able to get involved from start to finish for a full experience from conception and installation to supporting with service after the fact."

- Mike Struempfler
Senior VP for MINER





THE PRODUCT INSTALL RUNDOWN

161 vertical docks **164** restraints **164** dock doors **9** rolling steel fire doors
3 pit levelers **164** shelters **2** high-speed doors

NO SMALL DECISIONS: THE DETAILS MAKE A DIFFERENCE

Throughout the project, MINER made sure to have a close working and supportive relationship with the general contractor, suppliers and installers, anticipating their needs to make their lives easier.

For example, MINER knew communication was key with deliveries to minimize disruption. The team made sure everyone at the job site from the installer to the superintendent knew when and how much equipment to anticipate arriving.

“When you have a project working in an assembly-line method and two guys show up with trucks of dock levelers they have to unload, it’s disruptive to the workflow,” says Mike. “Having deliveries prescheduled and a place for them to go makes things much more efficient.”

Another example? Providing a place for warehousing when supply chain issues for the project caused a backlog in storing materials

and equipment. Without an alternative solution, these supply chain challenges meant 25 of 50 MINER levelers would be stored outside at the job site. Instead, the MINER team devised a workaround. They secured space in MINER’s own nearby warehouse to arrange the extra levelers to fit, Tetris-style, ensuring the materials stayed clean and untouched by weather until delivery and installation. And they arranged the other 25 levelers on-site indoors as well, to keep them protected.

“With a food service facility, you want everything pristine from day one,” says Jim. “We weren’t going to risk damage to unused, brand-new equipment because it had been sitting outside [in mud or dirt].”

Mike agrees. “This was a food service facility. The floors are sealed and shiny. They take pride in their appearance.”



OWNING IT ALL: CLEAR IDEAS, FULL SERVICE, CAN'T LOSE

In a full-scale construction project, roles can be divided and subdivided. The added moving parts mean a higher chance of disruption. It's why MINER takes on as much as they can.

“Our service offerings can fulfill all your needs. But we aim to exceed your needs.”

– Jim Oster
Senior Estimator

“We offer the complete package, from managing submissions and approvals, to coordinating the deliveries and installation, to overseeing electrical work, training and support,” says Mike. “We’re as involved as we can be, from start to finish.”

This process enabled smoother handoffs rather than unmanaged drop-offs. In the case of the electrical, MINER managed much of the wiring installation and worked with Lidl US’s on-site electrical team to ensure they understood the kind of equipment MINER installs, saving time, reducing troubleshooting and removing blame games. “They liked the fact we were able to do the job as a turnkey solution,” says Mike. “Our approach is, give us the whole contract, so if you have to point a finger, it’s at us.”

And before the final handoff, MINER trained the Lidl US team on door operation.

From left to right, MINER's Lidl US service team of Jim Oster, senior estimator; Mike Struempfler, senior regional vice president; Kevin Struempfler, director of operations; Charlie Vasaturo, senior project manager.



MAINTAINING THE RELATIONSHIP

“Docks and doors are one of the last functions to be done, so it’s critical that it’s done on time,” says Kevin. “The building doesn’t get finished until we’re finished.”

Even with construction being complete, the job isn’t over. As Lidl US builds stores to be serviced by the new Covington distribution center, the facility is being used for storage and to prepare for full operation. In other words, the doors and docks installed need to be maintained.

The MINER team secured that maintenance contract too. The on-point work and execution for MINER’s part of the project was the main reason. Having a nearby service center helped seal the deal.

“We will maintain the equipment for the time being, which makes a lot of sense,” says Charlie. “It’s easier to handle any warranty issues and provides for a smooth transition as a local MINER team sees it through.”

As a result of the successful Covington project, Lidl US awarded MINER with additional maintenance work at some of its other facilities.

The MINER team maintains that their all-in-one approach, unmatched preparedness, tools for efficiency, ongoing communication and focus on bringing new ideas and real-time problem-solving to the table to lighten the load for everyone and make MINER the heroes of the whole operation.

“Our service offerings can fulfill all your needs,” says Jim. “But we aim to exceed your needs.”

With our national service programs, breadth of equipment solutions and extensive network of industry experts and service professionals, MINER offers best-in-class dock and door solutions, delivered right every time.

[Request a free quote today, and get your project started.](#)