



TAILORED EFFICIENCY FOR THE STORAGE OF PROFILES AND ACCESSORIES FOR ESEN FU WINDOWS & DOORS



A growing company that focuses on automation



ESEN FU, a distributor of aluminum profiles and accessories for the window and door industry, chose **ICAM intralogistics automation** as a strategic competitive advantage.

To support its growth, the company installed a **SILO² multi-column Vertical Lift Module** for parts and components storage, alongside a **COMPATTA** mobile storage system equipped with cantilever racking, for aluminum bars and profiles.

As the range of accessories continued to expand and the need for optimal storage conditions became increasingly critical, ESEN FU turned to ICAM's automated storage and handling solutions for its new headquarter in Modugno (Bari).

In the window and door sector, delivering outstanding customer service — both in terms of product availability and quality — is a key success factor. This awareness drove ESEN FU to automate its intralogistics processes, implementing a **SILO² multi-column Vertical Lift Module** and a **COMPATTA** mobile storage system equipped with cantilever racking, in its new facility.

Intralogistics automation is often perceived as a major investment reserved for large enterprises. ESEN FU proves that this is not necessarily the case.

Growth driven by quality and service

ESEN FU USER STORY



Pictured: Vito Genchi, Owner and Sole Director of ESEN FU

Founded in 2011, ESEN FU is a company specialized in the distribution of aluminum profiles and accessories for the window and door industry.

Based in Bari, it is an authorized dealer of leading brands such as Domal, Wicona, Artline, Acciaio Mogs, and many others. The company was established by entrepreneur **Vito Genchi**, now Owner and Sole Director, starting from a small industrial facility in Modugno, in the Bari area.

From the outset, **ESEN FU** established itself as a trusted partner for window and door manufacturers in the region, thanks to the high quality of its products and a strong customer-centric approach focused on technical support and reliable delivery times. Years of dedicated work, fueled by passion and commitment, drove steady growth and a rapid expansion of the product portfolio. As early as 2014, this evolution led the company to move into a new, larger, and more technologically advanced facility, fully aligned with its renewed market positioning and the premium brands it represents.



Making smart use of the new space

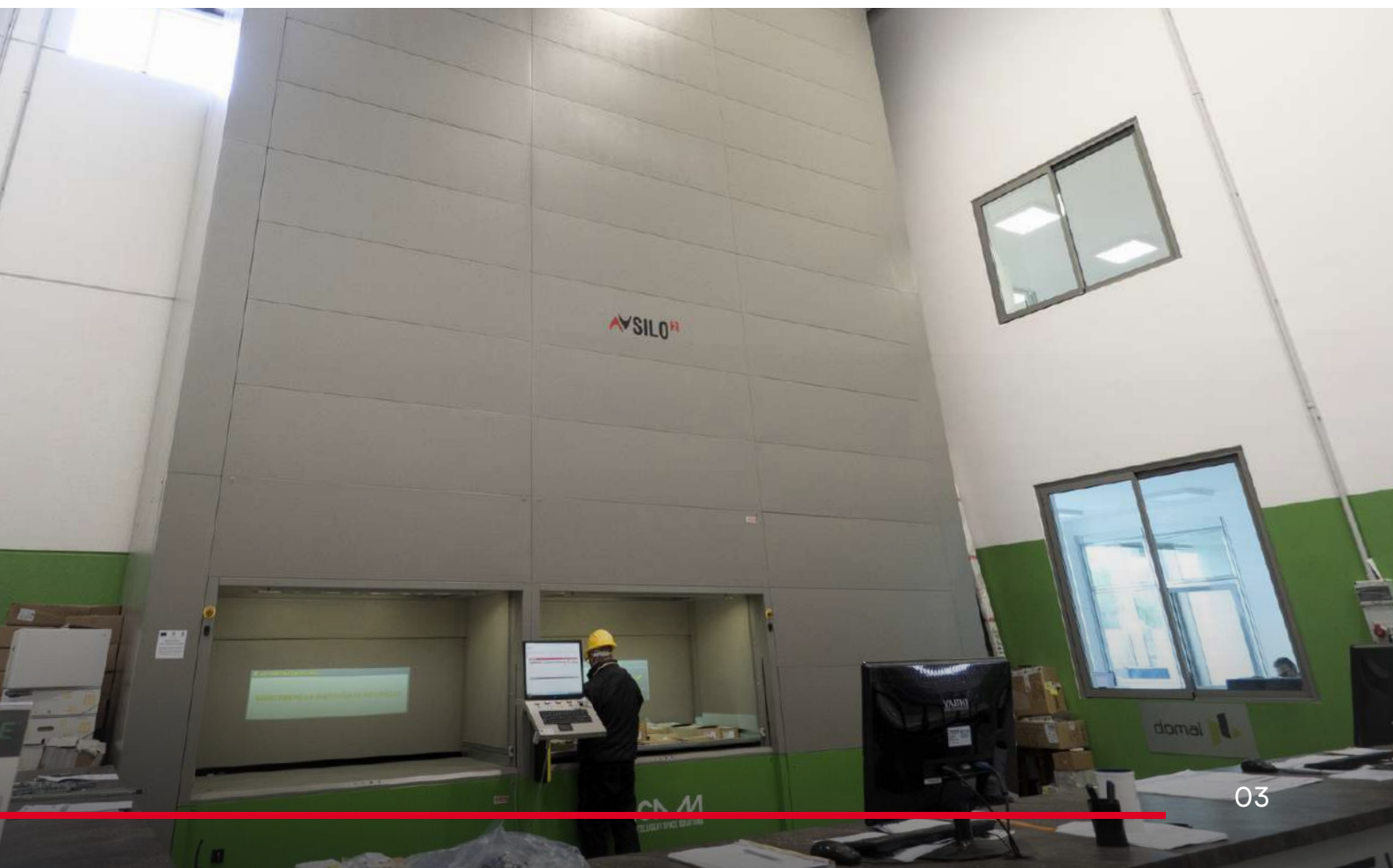
The rapid increase in managed SKUs, combined with a growing focus on customer relationships and the rising importance of service quality, pushed ESEN FU to rethink its logistics approach. Supported by clear business growth ambitions, Vito Genchi set out to find a technology partner able to guide the company through a true intralogistics transformation.

The main goal was to automate internal logistics processes to make them faster, more accurate, and more efficient, while fully leveraging the available space in the new facility and improving operational performance at every level.

SPACE
OPTIMIZATION

LEAD TIMES
REDUCTION

IMPROVE
SAFETY





A full-scope partner for ESEN FU's logistics transformation

ESEN FU selected ICAM for its expertise in designing and delivering automated storage and handling solutions.

Following an in-depth preliminary assessment (item codes, turnover, workflows, inventory levels, and more), the project resulted in a combined solution: a SILO² multi-column Vertical Lift Module for accessories and components, and a COMPATTA mobile storage system equipped with cantilever racking for aluminum profile storage.





SILO²: speed, organization and safety in picking operations

SILO² is ICAM's multi-column Vertical Lift Module, engineered to streamline the storage and handling of small- to medium-sized items.

For ESEN FU, the solution was configured with 3 columns and 2 IRIDE-equipped picking/refilling stations, delivering maximum access speed and reducing order preparation time by 50%.





Key benefits achieved:



70% less floor space required

From over 80 m² to just 23 m², thanks to the multi-column configuration



50% increase in daily productivity

Thanks to side-by-side picking/refilling stations equipped with IRIDE, order preparation times have been reduced by more than 50% on picking lists averaging 50–60 lines.



Error-free picking

IRIDE guides operators throughout the picking process, eliminating errors and enhancing service quality



Real-time inventory and replenishment control

Thanks to the integration between the ERP system and ICON, stock levels are monitored in real time, ensuring fast inventory checks



Real-time stock visibility for sales teams: zero uncertainty

Thanks to tablets connected to the ERP system and ICON, field sales agents can check item availability and replenishment lead times in real time, providing immediate and accurate responses to customers.





Technical specifications

Stored items	Window and door accessories, organized by product family
Storage columns	3
Picking/refilling stations	2 side-by-side equipped with IRIDE
Storage system dimensions (WxDxH)	7,085 x 3,276 x 9.8 m
Storage system footprint	23.21 m ²
System storage capacity	79.2 m ³
No. of cycles per hour	45
No. of trays	128
Tray useable dimensions WxDxH	1,953 x 897 x 41 mm
Maximum load capacity per tray	400 kg



COMPATTA: the space that was missing, the safety that was needed

COMPATTA is the mobile cantilever racking system installed by ICAM at ESEN FU for storing aluminum bars and profiles up to 7 meters in length.

The structure consists of 5 mobile bases, each 19.5 m long, with 11 storage levels, providing a total capacity of approximately 600 tons of material. Thanks to the automated movement system and radio control, aisles open only where needed, ensuring fast access, enhanced operator safety, and a 40% reduction in overall floor space occupancy.

Bars that were previously stored outdoors are now kept inside the warehouse, **protected from weather conditions and accidental damage.**



The mobile bases project

Stored items	600 tons of aluminum bars, up to 7 metres long
No. of mobile bases	5
Type of racking	Cantilever
Load levels	11
Dimensions of mobile bases (LxDxH)	19.5 x 2.5 x 5 m
Load-bearing capacity	72,000 kg
System storage capacity	79.2 m ³





Key benefits achieved:



Higher storage capacity in less space

The mobile racking system reduces the occupied footprint by 40% while simultaneously increasing storage capacity



Safe and organized material management

Bars are now stored indoors, protected from impacts and weather conditions, with controlled and fully traceable access



Enhanced operator safety and control

Radio-controlled movement eliminates the need for manual handling, ensuring ergonomic and safe operations



Forklift integration

Fully compatible with forklifts equipped with long forks





ERP and ICON: real-time logistics

- Real-time stock updates
- Smart and timely replenishment
- Full traceability
- Data shared across departments

Both ICAM automated solutions are managed by the ICON software, perfectly integrated with ESEN FU's ERP system.

Thanks to this integration, internal staff and sales agents can check product availability and replenishment lead times in real time.

Shared data ensures more efficient supply management, reducing errors and improving customer service quality, resulting in higher customer satisfaction.





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