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Russ Cruse, Southwest Regional Manager with Hänel Storage Systems, is scheduled to present on the benefits of Vertical Lift Modules (VLMs) at MODEX 2018 in Atlanta.

Pittsburgh, PA - February 23, 2018 - Hänel Storage Systems, a leader in the manufacture and integration of automated vertical storage units, is excited to announce that Russ Cruse, Southeast Regional Manager, will speak on behalf of MHI, the world's largest material handling, logistics and supply chain association, at MODEX 2018. The conference will be held on April 9-12, 2018 at the Georgia World Congress Center in Atlanta, GA.



Mr. Cruse has been with Hänel since June 2006, and is a four-time winner of its Regional Manager of the Year Award (2009, 2014, 2015, 2017). He attended the University of Cincinnati and has 28 years of professional experience in the systems integration, automation and material handling industries.

Mr. Cruse will represent one of MHI's industry groups, the Automated Storage & Retrieval Systems (AS/RS) Working Group for Carousel/Vertical Lift Modules (C/VLM). Its members are the industry's leading AS/RS suppliers, providing systems worldwide in virtually every major manufacturing and distribution sector. He will present alongside Rick Havener, Sales Manager of Modula Inc.

Mr. Cruse and Mr. Havener's presentation, "Say YES to Automation and NO to Static: Why Vertical Lift Modules are the Shelving of the Future," will take place on Monday, April 9 at 3:45 PM in Theater D, and is described as follows:

"Many end users choose static storage over vertical storage solutions because they are concerned about how automation could adapt or transform their operations. Misconceptions and concerns surrounding the flexibility, installation, cost and software integration will be addressed, along with case studies to demonstrate how companies have successfully and efficiently integrated vertical automated storage solutions into their operations."

Participants will be given pragmatic advice on how automated systems, in which inventory items are brought to an operator, compare with static systems in which employees must physically search for inventory items. Vertical lift technology includes such benefits as floor space, productivity, accuracy, security and ergonomics.

MODEX 2018 will attract an audience of 25,000 manufacturing and supply chain professionals to the Atlanta area every two years. The conference features 850 leading providers from industry, commerce and government on a 250,000-square-foot show floor.

About Hänel Storage Systems

Hänel Storage Systems is headquartered in Pittsburgh, PA, and specializes in the design and engineering of Rotomat® vertical storage carousels and Lean-Lift® Vertical Lift Module for a wide range of industries and applications. Hänel provides sales, service and technical support to North America and South America through a network of factory-trained channel partners and service providers.

Introduced in 1957, the Rotomat® Vertical Carousel is based on the Ferris Wheel principal. Inventory is stored in a series of carriers that rotate within the unit and are accessed at a single opening. This vertical "goods to the user" concept improves productivity, lowers costs, increases security and saves valuable floor space.

Introduced in 1994, the Lean-Lift® Vertical Lift Module stores inventory on trays that are automatically measured for height each time they enter the unit. A vertical extractor automatically places the tray within the unit in a location that maximizes available storage space. Trays can be equipped with dividers, totes, bins and specialized holders to store any type of inventory.

For more information about Hänel products, visit www.hanel.us.