



Quick Response Gives Cold Storage Company Room To Grow

Quick response makes for good business at Rosenberger Cold Storage Companies in Hatfield, Pa., where Perley-Halladay Associates has helped a growing business keep pace with tight, insulated structures, built just in time.



From small community frozen food lockers at the family dairy, Rosenberger Cold Storage grew with the post-war, TV-dinner, frozen food industry into a cluster of cold storage plants in eastern

Pennsylvania and Delaware, offering more than 25 million cubic feet of refrigerated space and distribution services. Over 25 years, Rosenberger Cold Storage has moved a generation's worth of pork, poultry, beef, vegetables, ice cream, and most of the fixings. Along the way, Perley-Halladay Associates of Malvern, Pa., provided experienced warehouse designers and builders for several building and expansion programs.

Founder and Chairman Henry Rosenberger credits the company's success to committed employees, partnerships with area processors, and just as important, vendors such as Perley-Halladay that could help his burgeoning company keep pace with customer demands. Today, Rosenberger and President Jim Styer count on well-designed warehouses to sell their business to cost-conscious customers.

"We like to walk our customers through our warehouses because we know they will see energy-efficient buildings operating smoothly that can help them save money," says Styer.

Structures that bolster growth

Perley-Halladay designed and built Rosenberger's first warehouse - Plant 1 - in Hatfield. At just 2,400 cubic feet, it was small by today's standards, yet its modular panels provided a building that could be erected quickly with a minimum of construction difficulties, but which was efficient and helped control operating costs.

Within just a few years, construction of Plant 2 was underway, tripling the company's available space and incorporating a railroad siding to strengthen the company's transportation network. Soon, Plant 2 was enlarged to more than 5.4 million cubic feet. When that proved insufficient, Plant 3 was built on the same property. And then, Plant 3 was more than doubled to seven million cubic feet.

It wasn't long before Rosenberger's reputation for quick response launched the company into the import business with another 3.4 million cubic foot warehouse at the Port of Wilmington, Del. The company expanded to York, Pa., a year later and then to a 3.9 million cubic foot facility in Lancaster, Pa., which opened in 1994.

*A 25-year
relationship
with Perley-
Halladay
supports
Rosenberger's
success.*



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Charlie Kulp
Manager of Engineering and Maintenance at Rosenberger

Putting the freeze on costs – and competition

As food processors continue to trim distribution costs, they look for efficient warehouses performing exactly as designed. Thanks to Perley-Halladay, Rosenberger offers just that.

According to Charlie Kulp, manager of engineering and maintenance at Rosenberger, “You can’t compete with low-price providers unless you can control costs. In this business, our highest cost is the electric bill. To keep cold air in, we’ve used Perley-Halladay for what we call the ‘insulation package’ of many of our warehouses – walls, floors, roofs, and doors. By providing a tight structure with the right insulation, Perley-Halladay has helped us keep costs in line. Anything that contributes to efficiency like that plays a big part in our success.”

Now, Rosenberger Cold Storage Companies employ more than 350 people at six plants. At Plants 2 and 3 alone, 65 loading docks are available. Rosenberger Cold Transport hauls product to and from their Hatfield distribution center with a fleet of 25 tractors and 50 trailers. Two plants produce ice to fulfill a growing customer demand. Rosenberger Transportation & Logistics puts together transportation packages that keep customers’ product on the move and at the right place with a 99-percent on-time delivery rating.

Today, Rosenberger ranks as the tenth largest cold storage company in the United States and the fifteenth largest in the world. In 1995/96 Styer served as president of the Refrigerated Research and Education Foundation, and in 1996/97, Henry Rosenberger was named chairman of the International Association of

Refrigerated Warehouses. The IARW and other trade organizations tap Kulp and others for their warehousing experience – experience learned within the walls of Perley-Halladay structures.

“Maybe the most important thing Perley-Halladay did for us was helping us complete the basic buildings in a hurry,” says Kulp. “Once we’ve sold space, meeting that accelerated schedule is the biggest challenge – it’s how you start returning your investment as fast as possible. In our experience, Perley-Halladay does whatever it takes to make it happen.”



Put Perley-Halladay's design/build professionals to work on your next project.



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