



For Immediate Release
Contact: Robert Ewanow
Retrotech, Inc
P: 585-924-6333
Rob@retrotech.com

New Website Dedicated to Warehouse Automation

Site provides tools to help educate and quantify benefits for distribution executives

Rochester, NY – Retrotech[®], Inc announces a new website designed to help busy distribution center executives determine the financial implications surrounding automated material handling.

www.activ.com offers a variety of tools such as a online feasibility calculator which provides a quick view of the potential profit, payback period and internal rate of return you could expect from the implementation of automated material handling. In addition the site contains videos, case studies client testimonials and other valuable resources all dedicated to providing actionable information.

“Retrotech[®] designed this site to provide unbiased information to those considering automation” stated Burke McCarthy, Retrotech Marketing Director. “Our emphasis on system requirements and accountability within a process has helped our customers avoid disappointing results from automation projects. This site is just another way to help prevent those situations from occurring.”

###

About Retrotech, Inc

Retrotech, Inc. specializes in the design, installation, modernization and support of automated material handling systems. Since 1985, Retrotech has delivered the highest standard of quality, innovation and value to clients such as Kraft, AVON, Frito-Lay, IBM, Wegmans, US Navy, Cargill, Coca Cola, Haliburton, etc. To date, Retrotech has executed over 300 automated storage and retrieval system (ASRS) projects and designed over 20 greenfield-automated systems. For more information about the company visit www.retrotech.com.

