

# Case Study



## The Solution for Cold Storage

Fresh and tasty:  
Deep-freeze storage solution for NewCold

[ssi-schaefer.com](http://ssi-schaefer.com)

A worker wearing a yellow hard hat and a high-visibility vest with the SSi SCHAEFER logo on the back, standing on a construction site with a large steel structure under construction in the background.

**SSi SCHAEFER**

The SSi SCHAEFER logo, consisting of the letters "SSi" in a stylized font followed by the word "SCHAEFER" in a bold, sans-serif font, all on a yellow background.

**SSi SCHAEFER**



Martijn Roes,  
Global Manager Racking  
Automated Systems  
at NewCold

## Automated cold storage

The shelf life of both fresh and frozen products is highly dependent on continuous cooling throughout the distribution process. Strict regulations apply to all kinds of products in order to keep them in the best possible condition during the cooling cycle. If there is an interruption in this chain, it can adversely affect the quality of the products or even lead to spoilage. This means that these products are ineligible for resale, which in turn leads to a loss of revenue for the producer. NewCold is a big player in the development and operation of automated cold-storage warehouses and refrigerated transport.

“One of the most important USPs of NewCold is sustainability. We apply this in the entire intralogistics chain.”

**Martijn Roes**  
Global Manager Racking Automated Systems at NewCold

NewCold, a fast-growing specialist, distinguishes itself by focusing solely on automated cold storage with state-of-the-art and energy-efficient systems.

Founded in 2012, NewCold has a global network with eleven cold storage locations on three continents: North America, Europe and Australia.

In total, NewCold offers more than 927,000 refrigerated pallet locations worldwide and employs around 1,200 people who, daily, provide leading food companies with the most optimal logistical cold chain experience.

They do this based on the four core values of NewCold: innovation, trust, agility and automation.

# The demand for fresh food has continued to rise over the past decade



We now know that food stays fresh longer when it is frozen. Therefore, the demand for cold storage is only increasing. In addition to this, there is also a major labour shortage trend appearing around the world. Storage capacity and labour shortages have led to a huge increase in the demand for large and centralised warehouses for food & beverages. As a result, players in the frozen food sector are facing major logistical challenges.

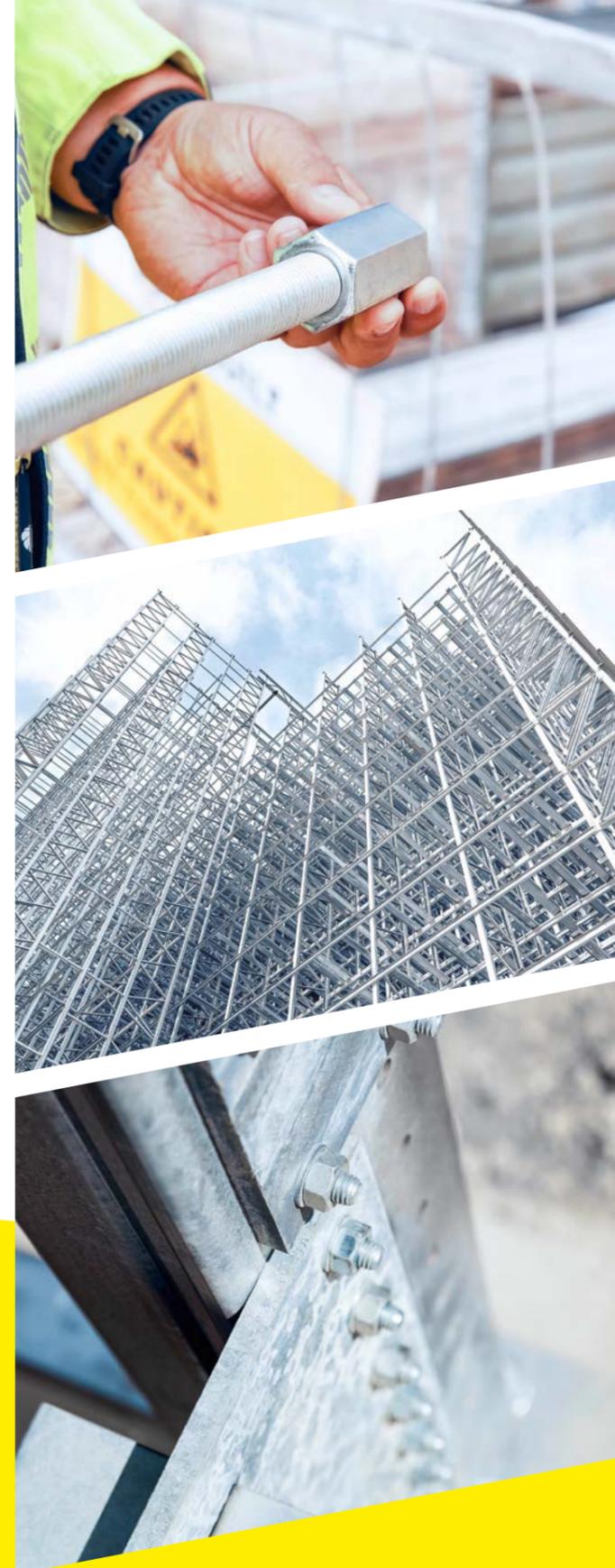
We spoke to Marijn Roes, Global Manager Racking Automated Systems at NewCold. Martijn is responsible for everything concerning racking in NewCold warehouses. He supports Business Development in the initial phase with the budgeting, he examines the feasibility of the high bay warehouse: what is possible where and what configuration is efficient. In this role, he is actively involved in the construction of the high bay cold store warehouse in Corby in the UK.

## Assisting Customers

At NewCold, they know that the cold chain can be complex due to tight margins, limited storage, inefficient use of available transport capacity and logistical costs. In addition, sustainability is playing an increasingly important role in the entire chain of frozen products. NewCold supports its customers through the entire logistics process, from storage to transport, reducing the impact on the environment, lowering costs and limiting the risks for the customer.

"Within NewCold, on average we work on four to five projects side by side. All these projects have different phases. From the development phase, pre-project phase, construction phase, implementation phase, completion phase to operation. We work with various project teams from different specialties such as construction, racking, material handling, cooling, warehouse management systems, etc. Being responsible for racking, I manage the racking team that evaluates the quotations on all

relevant topics and makes the recommendation for the final supplier with whom we will be working. We support during the technical clarification phase, after which the racking supplier can start their detail engineering, and remain involved throughout the entire project, if required. In this capacity, we also support the project team that is responsible for the new construction of the high bay cold store warehouse in Corby," explains Martijn Roes.



Quality checks throughout the installation

Clad rack with a building height of over 40 metres

Individual static design for each project

The added value NewCold offers its customers is that they have all the logistics knowledge in-house. This allows them to set up the system more efficiently, which in turn saves the customer money. Martijn continues: "We develop and design our concept and have the construction and operation under our management. This allows us to steer better. Once the project is ready, we also do the entire operation of the system and the intralogistics. We have our own employees and also do the maintenance ourselves. We can also take care of the producer's truck transport for the delivery to the retailer. This way, we always have control over the entire cold chain."

## The increasing demand for cold storage

NewCold's customers are mainly suppliers for the retail sector. Their products are first produced in factories and are then stored in cold storage. This requirement creates the demand for cold storage. NewCold then examines, with the support of a business case, whether the construction of a warehouse for cold storage is feasible. Martijn says: "The construction for the high bay cold store warehouse in Corby in the UK is a strategic choice. With the high bay in Corby, we are creating a second high-volume warehouse in the UK next to Wakefield 1 and 2. Wakefield is one site but built in two phases, both of which are clad rack buildings, constructed side by side. Many of our producers and customers are active in the Corby area. It is centrally located in the middle of the UK. We chose this location because it is as close as possible to one of our anchor customers. This is a customer who will fill a significant percentage of such a warehouse."

For the construction of the high bay cold store, NewCold called on SSI Schaefer as experts in high bay warehouses. In addition, all SSI Schaefer products can withstand extreme requirements such as deep-freeze temperatures. The fact that SSI Schaefer takes on the complex project management from idea to the delivery of the finished steel construction ready for the introduction of the chosen automation solution means that extensive support is provided. At the same time, independent quality control inspectors, who visit construction sites at random, ensure that all strict quality standards are met.



## Experts in high bay warehouses

The high bay cold store warehouse being built in Corby by SSI Schaefer is a clad rack building and offers space for around 75,600 Indus or 86,112 Euro pallets. The size of the building is 131 metres long and 86.5 metres wide. The building is 41 metres high, has 8 aisles and is multi-deep with the storage of around 10 pallets in depth. In addition, a platform at a height of about 40 metres will be built to cool the warehouse. The constant temperature is -28°C. Martijn continues his story: "NewCold does not have everything built by one party. This is also a strategic choice and policy within NewCold. As being one of our suppliers for racking, we work together with SSI Schaefer to our satisfaction. For us, it is a reliable partner with whom we have had a relationship since our foundation in 2012."



Frank Bode,  
Certified Project Manager  
Steelwork Construction at  
SSI SCHAEFER

NewCold called on SSI Schaefer as experts in high bay warehouses. In addition, all SSI Schaefer products can withstand extreme requirements such as deep-freeze temperatures.

### Facts and Figures

- 464.591 m<sup>2</sup>
- Approx 5,000 tonnes of steel
- Space for +/- 75,600 Indus or 86,112 euro pallets
- Constant storage temperature -28 °C

### Customised Solutions

Because not all warehouses are the same size, an important point is how the selection for warehouses are made. "That depends on the profile of the customer we are building for. Do we look at one major customer or do we look at several customers with different profiles? Are these customers with the same product range or do we need to build a flexible warehouse where all kinds of products are stored? The choice depends on which products you can store at which temperatures and environmental requirements. And this ultimately determines the choice for the construction of the warehouse," says Martijn. "We can also offer smaller parties the opportunity to store their products in cold storage. By storing the products together, you create efficiency in storage and a reduction in storage costs. This is a win-win situation for all parties."

### Organising Storage More Efficiently

The cold storage market is highly competitive. Martijn Roes explains how NewCold deals with this. "The competition is fierce, but NewCold is steering its course with its own concept. Our strategy is to relieve the customer of as much of the intralogistics involved in cold storage as possible. We do this by offering fully automated storage as much as possible. By organising this storage more efficiently, costs are lower, and we can store more sustainably. This also applies to our entire logistics chain. In addition, food safety is an important part of the entire chain."



# Six reasons for choosing SSI SCHAEFER

## ■ **Stability**

As a financially independent family business, SSI SCHAEFER is committed to long-term solutions. You can trust that our team of experts will be there for you today, tomorrow and in years to come.

## ■ **Efficiency**

SSI SCHAEFER solutions are scalable and able to grow with your business. You can always upgrade or retrofit.

## ■ **Quality**

As a systems specialist and original equipment manufacturer, SSI SCHAEFER provides tailor-made and high-quality solutions from a single source, specifically designed to meet your challenges.

## ■ **Reliability**

Thanks to our worldwide Customer Service & Support network, SSI SCHAEFER ensures smooth operation of your system, both during and after installation.

## ■ **Know-how**

SSI SCHAEFER solutions are always up-to-date with the latest technological standards and can be easily integrated into an existing (IT) landscape.

## ■ **Internationality**

As a global organization, SSI SCHAEFER has local offices worldwide. With over 70 operative subsidiaries, our team of experts speak your language.

[ssi-schaefer.com](https://www.ssi-schaefer.com)

2025/07/EN © SSI SCHAEFER  
We assume no responsibility for printing errors.

**SSI SCHAEFER**