

Case Study

Number 63 - Newspaper Publisher

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The Customer

*Milwaukee Journal Sentinel
Milwaukee, Wisconsin*

What Was Found

The Milwaukee Journal Sentinel is Wisconsin's largest and most influential newspaper. The paper's News Information Center is in charge of all historic information and had been storing photos, legislative materials, pamphlets, invoices, and the paper's archives in a wide variety of cabinets, rotary files, and vertical carousel filing units. The materials were stored in five different areas, creating a nightmare for the reporters who needed to access the information daily.

The Center was moving to a new area of the building, and needed to find a more space efficient system for the storage of these valuable materials. Rosemary Jensen contacted **John Butler** and **Jennifer Schick** of **Storage Systems of Wisconsin** to provide some ideas on how to accommodate all their materials.

What was done...

Deciding how to handle the newspaper's wide range of storage needs was a challenge. Although, they considered a conversion to end-tab color-coded file folders, they realized it would be too expensive to convert each envelope to a new folder and the end-tab folders would not provide the variety of sizes they needed.



Jennifer and John introduced Rosemary to the Direct File Transfer™ (DFT) concept and immediately she realized this was the solution she needed. Instead of converting files, they could be transferred directly into the system. Using "High Density" (HD) box base and v-base Unifiles, they designed a system which allowed the Journal Sentinel to maximize the system's capacity, while providing a reduced search area of only four inches using Oblique's Color-Keyed Indexing™ accessories.

What happened...

A variety of Oblique compartments including box-base Unifile Shelf™ products, v-base HD Unifiles, and oversized Artstor® compartments were installed in a variety of shelving types on a Spacesaver Programmable Electric mobile system. Unifile provides over 16,000 linear filing inches of easy access filing.

Rosemary is delighted with the results, the system has "allowed us to store everything. It is all inclusive," she said, "Oblique had a compartment to fit everything!" The combination of Unifile with Spacesaver mobile has allowed the **Journal Sentinel** to consolidate a variety of materials in one, easy-to-use, centralized system.

Using Oblique's Color-Keyed Indexing, the system is organized in alpha order and different colors denote different types of media storage. The **Milwaukee Journal Sentinel** finally has all its historic information in one place, easy to access and easy to maintain!

