

“Risk vs. ROI” Re-Imagined

The design criteria we first used when evaluating the best way to create a seismically safe wine barrel storage system was done without any major consideration to a winery businesses return on investment (ROI). Instead, our goal was to provide wineries with the ultimate method of protection from the threat of seismic events. We would create a system that ensured the safety of workers and guests and also allow a winery, big or small, to remain in operation after a seismic event.

Our other major consideration for the system design was to truly understand the winemaking process, to learn how we could create a system that would not change or alter winemaking traditions nor take away the creativity of the winemaker.

After visiting wineries across many winemaking regions, we were given incredible insight by winemakers who gave us their time, despite harvest being in full swing, they truly helped us understand wine barrel storage from the winemakers' point of view. We want to thank them all for this time, but also let them know that because of their passion, dedication and support, we are now even bigger fans of their craft and have a great respect for winemaking traditions and the wine industry itself.

After these visits, with our intentions focused on doing the right thing for all the right reasons, when creating our system, something unique happened. It became extremely clear that we do in fact offer a very credible return on investment (ROI) to the winery. A well-built and safe structure protects workers, guests and obviously the asset in the barrels as well as the brand itself.

The threat is real. Wineries with large clubs or online sales could definitely be negatively impacted should they be unable to ship to their club members. Would the brand survive a loss of an entire vintage? Or two? Would their club members simply go elsewhere for their wine purchases?

One unintended, but still remarkable feature of the SeismaRack System is that even when rooms are stacked several rows deep and up to six barrels high, with our built-in Catwalk allowing access to each and every barrel and bung, the forklift's role in the barrel room is dramatically reduced. Less frequent use of the forklift greatly reduces the possibility of accidents and incidents, which may also reduce worker's compensation claims and liability insurance premiums.

Imagine the labor savings of not having to constantly re-work and re-organize the stacks, not having to match barrel sizes and shapes on a rack to prevent toppling,

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and imagine being able to simply leave the barrel in place for as long as your winemaker desires.

The catwalk in our system was designed to provide a safe place for the barrel room worker, but in fact offers the ability to top the barrels, sample the vintage, stir the lees, and other wine processes without having to move the barrel. It is theoretically possible to leave the barrel in place throughout the entire winemaking, aging, and filling process.

While we re-imagined and built a way to safely store and protect wine barrels and workers, we also have created a substantial ROI that saves the winery money each and every day whether or not an earthquake strikes.