



For Immediate Release

Steel King Launches New SK ADVANTX Structural Bolted Racking Product

Next-generation structural rack system designed to meet the evolving needs of automation and cold storage applications

Stevens Point, WI — March 17, 2025 — Steel King Industries, a leading manufacturer of storage rack and material handling products is proud to announce the launch of its new SK ADVANTX™ Structural Bolted Racking System, a structural rack system designed to meet the evolving needs of automation and cold storage applications.

With a patent-pending design, **SK ADVANTX Structural Bolted Racking** uses upright components (posts, horizontal braces, diagonal braces) bolted together on-site to create a flexible, expandable racking solution that offers superior strength, flexibility, and cost efficiency.

The cutting-edge patent pending product was unveiled today at ProMat 2025, the premier trade show for the materials handling and logistics industry, taking place at McCormick Place in Chicago, March 17-20.

“We are excited to introduce SK ADVANTX™ to the market with Steel King as the only North American manufacturer of structural bolted racking,” said Don Heemstra, VP Sales and Marketing of Steel King Industries. “This innovative racking system combines strength, durability, and cost-effectiveness with simplified assembly and customization options that address the unique requirements found in large format automation and cold storage environments.”

Non-welded braces and posts means a shorter fabrication lead time and the bolt-together upright design of SK ADVANTX Structural Bolted Racking System allows easy customization including conveyor windows, inclined roof trusses, very deep upright designs, X-braced paneling, and custom brace paneling for high seismic and/or wind loading.



Structural Bolted Racking

For the cold storage environment, where racking damage is more common due to tighter spacing constraints, replacement of damaged components (for example brace damage due to forklift impact) can be easily replaced without any welding work.

Shipping individual components and splicing for taller heights allows for dense packaging, reducing the number of trucks compared to welded uprights – lower shipping costs and expanding geographic reach of the product.

About Steel King Industries

Since 1970, Steel King Industries® has been manufacturing a full line of material handling products, including selective pallet racks, dynamic flow storage systems, cantilever racks, portable racks, and custom shipping racks, along with industrial steel containers and guard railing. Products are made using only U.S. steel. Innovation, customization, and design strength have earned Steel King the reputation as a leader in the material-handling marketplace. The company is headquartered in Stevens Point, WI, the company has over 500 employees with manufacturing facilities in Stevens Point and New London, WI and Rome, GA. For more information, call Steel King at (800) 826-0203 or visit steelking.com.

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