Automating the Fulfillment of America’s Favorite Rolls

Presented by:
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Introductions

Steve Mitchell, Engineering Manager
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Aaron Corcoran, Account Executive
Westfalia Technologies
What you will learn from this seminar

• Today’s seminar will review the Martin’s case for automation, including a more in-depth look at the Westfalia’s AS/RS solution, Cimcorps order picking solution and how the two work harmoniously to achieve Martin’s business objectives.
Why a pick system or ASRS for Martin’s?

- Employee safety
- Seasonality
- Efficiency for order fulfillment
- Distribution space requirements
Finding the right solution starts with asking the right questions…

- Safety
- Efficiency
- Space

- Requirements
- Equipment Options
- Vendors

- Equipment
- Software
- Support

Objectives

Research

Selection
What is an AS/RS?

An automated storage and retrieval system (AS/RS) is a strategic solution to obtain a competitive edge.

• Maximize storage capacity
• Optimize material flow
• Reduce logistics and energy costs
• Minimize overall building footprint
• Reduce labor and product damage costs
• Increase inventory accuracy
Inside Martin’s Famous Pastry Shoppe

- Multiple-Deep Rack System
- 2 Storage and Retrieval Machines with moveable cab
- Tandem Satellite®
- Conveyor System
- 4 staging lanes
- Sophisticated WES system
- Gantry based order picking system
Westfalia’s Savanna.NET® WES

- Controls AS/RS and picking within warehouse
- Manages and tracks product from time it comes off production line until it ships
- Interfaces with production process management system
- Coordinates lot management to ensure that the freshest product is shipped
Solution for crate picking

• Used for full stack & mixed stack picking
• Store stacks of totes directly on floor
• Stacks are same SKU
• Robot stores, picks and places customer stacks on conveyor system
• Conveyor system delivers customer stacks to palletizer
The Picking Solution

- 2 crate picking robots
- Stack conveyor
- Depalletizer
- Palletizer
The End-to-End Solution

- The ASRS replenishes the picking system ahead of time when possible
- This allows for maximum picking activity
- Otherwise, replenishment via look-ahead window
- Cimcorp builds orders according to order plan at dock in precise sequence
- Data integrity maintained at all times
The Solution in action!
Benefits & Results

- **Improve space utilization**, the system stores, processes and fulfills orders in 50 percent of the space that was previously used in a manual process.
- **Rapid handling** of products, orders are scheduled and prepared within an hour of a truck’s anticipated arrival.
- **Greater efficiencies** throughout the warehouse, enabling faster truck loading for more on-time deliveries to be made. Plus, orders don’t need to be prepared hours in advance anymore, so last-minute order changes can be taken without disrupting operations.
- **Reduce workforce** and man hours by 30 percent.
- **Greater visibility**, the system collects data on the movement of all goods – from the production line, through the warehouse, to the store shelf – providing **100 percent traceability**.
Thank you!

Questions?
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