



ASAP Automation Customer Success Story - Stampin' Up!

Synopsis

Customer Profile

Manufacturer of exclusive line of decorative rubber stamp sets. Distribution of stamps and accessory lines through independent "demonstrators" for craft and scrapbooking projects. 300,000 sq. ft. warehouse in Riverton, UT services 40,000 demonstrators across North America, Europe and Australia

Pick Module

4165 carton flow lanes
12 pallet flow lanes
4 high-density static shelving locations
28 discreet zones, 50+ operators

Orders/Units Through the Pick Module

3-5000+ orders processed per day, single shift.

Solution

- Acculight™ Pick-to-Light
- Exacta Manager
- Container routing/sortation
- PLC-based Controls

Benefits

- Provides easy to view and access real-time picking and sorting data
- Improvement in picking productivity and accuracy
- Provides relevant reporting and analytics
- Greater flexibility in user-configurable container routing logic

ASAP Automation helps Stampin' Up! successfully complete an upgrade of their ERP, WMS,WCS and pick-to-light system... all at the same time.

"..with great people and incredible dedication, we have achieved great things. Going into the second week being live with a new system, the number of daily shipments are exceeding our projections; this is a very talented team with a lot to be proud of" – Corporate Applications Director

The Situation

It can be argued that the biggest hurdle of any ERP or WMS project implementation is the integration with other existing systems. A clean data exchange between a new application and the one(s) it replaces can be very challenging and it only gets worse as the number of touch points and applications involved increase. So what do you do when dealing with several interdependent systems that no longer collectively meet your business needs?

That's the exact question Stampin' Up! faced in mid-2007. Stampin' Up! manufactures decorative rubber stamps and uses a network of independent "demonstrators" to sell its exclusive line of stamps and accessories for handmade craft and scrapbooking projects. At the time, managing the flow of product through their 300,000 sq. ft. distribution headquarters in Riverton, UT, took five separate systems. They desperately needed to find a way to pull together all the disparate systems into a more cohesive landscape; one that would give them the needed flexibility to support their operations as they continued to expand. To that end, Stampin' Up! selected JD Edwards as their new ERP, Manhattan's ILS™ for the WMS and [ASAP's Exacta® Warehouse Control System \(WCS\)](#) to run the existing VLC-based conveyor system and a 4,300 location [pick-to-light system](#).

System Upgrades

Acculight Pick-to-Light

Initially, the pick-to-light project was to be a one-to-one replacement of their existing pick-to-light system, using one pick indicator per location. Due to shelf configurations, the existing system had two rows of lights installed on the lowest shelf beam to control both the location on the shelf and the one below it on the floor. To simplify installation and reduce cost, it was decided that a single Acculight™ device would be used on that shelf to control both locations. The devices on that shelf would light up red for picks on that shelf, and green for picks below while showing a "u" or "d" to the left of the quantity needed to help operators find the correct location. This reduced the number of devices required by over 20%! ASAP re-used the existing barcode scanners the operators use to identify cartons and perform other system functions, further reducing the hardware investment.

PLC-Based Warehouse Control System

Stampin' Up! also decided to upgrade their VLC-based control system, which their maintenance staff was not trained on supporting, to an Allen-Bradley PLC-based system. ASAP partnered with Bastian Material Handling (Indianapolis, IN) and CSI Advantage (Grand Rapids, MI) to design and implement the PLC-based solution.

Acculight™ Pick-to-Light Picking Technology

Accurate and efficient automated paperless picking systems



- Each light displays a quantity of the item to be picked
- Operators may also have the ability to indicate short picks through the pick to light devices
- The warehouse management system or host system is updated in real-time as the operators use the Pick-to-Light system
- A wide variety of pick to light devices are available for use



ASAP's [Exacta® WCS](#) application provided Stampin' Up! with configurable order routing logic that included the routing of orders to certain pick zones before others to ensure efficient carton loading (Stampin' Up! picks directly into shipping containers). Bastian also provided their real-time graphical interface (HMI) to provide operational visibility and control of the conveyor system.

Implementation

While Stampin' Up! went live with the financial side of the JD Edwards system in early 2008, the order management side along with the Manhattan and Exacta® systems were scheduled to go live later that year, and all at the same time. A daunting task to be sure, "...with this project, as the scope grew and we added more and more complexity (ERP to WMS, plus WCS, plus PTL, plus PLC...), there were plenty of places things could go wrong... [and] we set some pretty aggressive throughput goals for our first few days [after go-live]" explained Greg Pitt (Director of Distribution, Stampin' Up!).

Project teams from all sides worked long hours and weekends, resulting in zero-impact to the regular daily operations of the warehouse during the installation and testing periods. Detailed testing plans were put together and executed on weekends, providing both volume-testing and go-live scenarios to thoroughly stress the applications and interfaces before the planned multi-system go-live.

"Flipping the Switch"

On December 1st, 2008 employees at Stampin' Up! found themselves using the new systems in production for the first time. For the pick-to-light operators, however, it was more or less business as usual. By designing the new PTL system to mimic the older physical process (and by having the employees take part in some of the volume testing) the learning curve was minimal. Thanks mainly to the hard work and dedication of the project teams, the long hours and weekend testing made for a nearly seamless go-live for the pick to light, warehouse control system and conveyor control systems.

Regarding the "aggressive throughput goals" Stampin' Up! had set, "we beat them all—quite handily," Pitt said. In the first fifty days since go-live, the pick-to-light area has processed an average of over 3,500 orders per day while handling peaks of almost 5,200 orders per day. Hae Bolduc (IT, Stampin' Up!) comments, "...with great people and incredible dedication, we have achieved great things. Going into the second week being live with a new system, the number of daily shipments are exceeding our projections; this is a very talented team with a lot to be proud of."

"It's been a pleasure working with the Stampin' Up! team," said Ryan Bliss (Project Manager, ASAP Automation). "[They] did an extremely impressive job pulling all the pieces together to make this a success."

About ASAP Automation

Integrated Supply Chain Solutions for the Demand-Driven Enterprise

ASAP Automation is an industry leader in integrating automation technologies and Supply Chain Execution software to help businesses achieve their strategic goals. Success through the control of material flow, information flow, and operational procedures can yield huge competitive advantages. Our integrated systems reduce the total cost of order fulfillment and the cycle time for the end user to receive their product.

For more information about automation technologies such as Acculight™ Pick-to-Light and supply chain software offered by ASAP, visit our website at www.asapauto.com or contact us at 800-808-0442.