Case Study: Hallmark

SNAPFULFIL
Warehouse Management Systems



Customer: **Hallmark Consumer Services**
Industry: **3rd Party Logistics**
Location: **Melton Mowbray, Leicestershire, UK**
Warehouse size: **40,000 ft² across three levels**
Operation: **Order fulfilment**
No. of users: **20**
Integration requirements: **Alignment with existing OrderActive management system and switch to WebAPI**

Background

Hallmark Consumer Services are award winning fulfilment specialists - in business nearly 30 years and providing businesses across the UK with a range of outsourced support including e-fulfilment, direct mail, customer service, packing and logistic support.

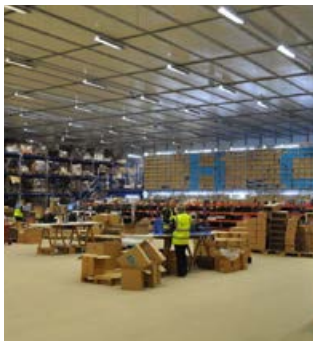
They have an entry point warehouse management system in place, but in taking the business to the next level recently – and coinciding with a new mezzanine floor – realised a more advanced WMS system was required with cloud benefits and architecturally robust, so that the hosted solution performs consistently and reliably in real time.

They also required a lot more functionality and set up/configurability options, but without being cost prohibitive – and apart from the software being more forward thinking and progressive, Hallmark were looking for a support team they could work in tandem with and on a much more proactive and flexible basis.

"We had a dedicated in-house team testing the operating procedures with the SnapFulfil project management team, through peak demand periods, and they all remarked how easy the new system was to pick up."

Phil Hall, Managing Director

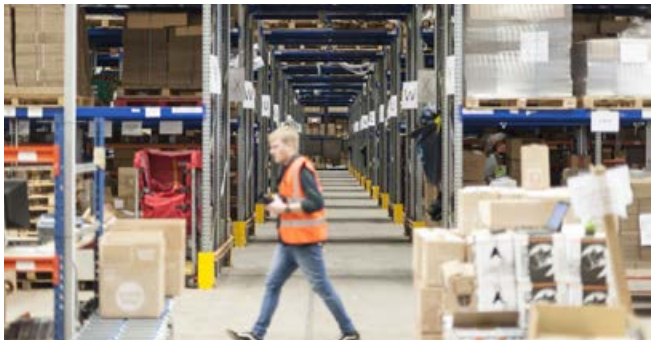




The challenge

With 80+ clients and space at a premium, Hallmark needed the new SnapFulfil WMS up and running, within a month of completing training, and working in tandem with the existing system.

New and extra functionality was also required immediately to get products sorted and away a lot quicker and onto different types of pallets in all the correct areas of the warehouse.



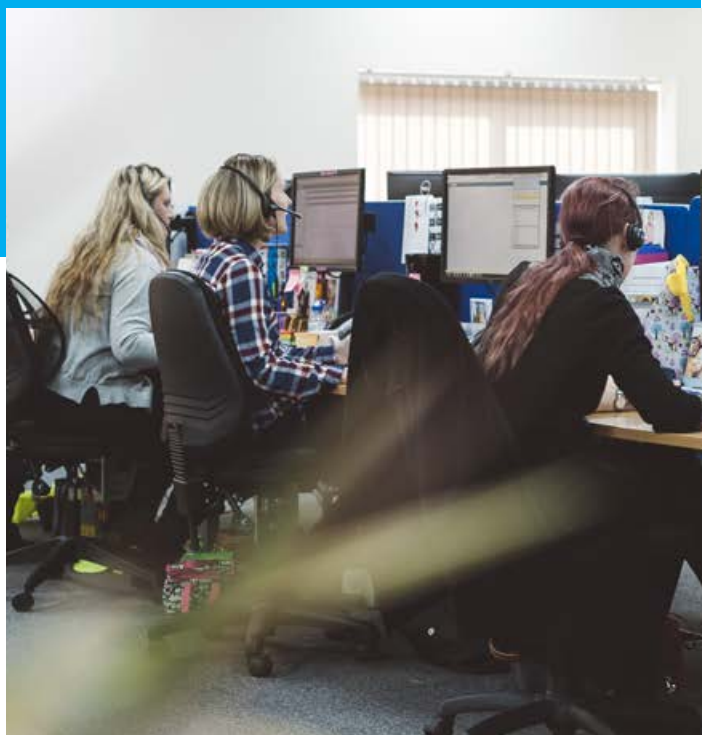
Are you happy with your warehouse? Contact SnapFulfil for a free demo:

Call: 0333 241 2082 - www.snapfulfil.com

The solution

Hallmark now benefit from bespoke location formats and walk routes, incorporating the new mezzanine level.

One client, a major online craft beer retailer, has quickly enjoyed 40% efficiency increases on some lines, thanks to the SnapFulfil Pack Station functionality that caters for all labelling and streamlines the whole process and makes it more efficient and cost effective.



The benefits

Coupled with Metapack capabilities it provides carrier rate shipping to ensure the best value carrier is always used, plus with the many different sized products handled, Snapfulfil volumetric functionality drives pallets to the correct locations to maximise loading occupancy a process which is continually being honed to optimise slot usage.

Hallmark Consumer managing director, Phil Hall, says: "Aside from these much welcome operational improvements, the transition has been fairly seamless in all honesty and the support service excellent. We had a dedicated in-house team testing the operating procedures with the SnapFulfil project management team, through peak demand periods, and they all remarked how easy the new system was to pick up."



The future

Hallmark Consumer is busy working with the SnapFulfil continuous improvement team on advanced inventory management auditing and making their stock integrity even better. Multi-tier functionality is also improving the staging areas for pallet drop off across a host of different operators.

With SnapFulfil now starting to be firmly embedded with their clients, the old system can begin to be phased out and the aim is to use its multi-site capabilities to facilitate additional warehouses as well.

"Minimal training was required on the hand held devices and the shift from onerous manual and paper based procedures to digital automation has been a god send – particularly for goods in – where we've been able to tangibly improve labour efficiencies straight away."

Phil Hall, Managing Director



Synergy Ltd © 2020 - All rights reserved.

Contact SnapFulfil for a free demo:

Call: **0333 241 2082**

email: **info@snapfulfil.com** web: **snapfulfil.com** social: **@snapfulfil**

SNAPFULFIL™