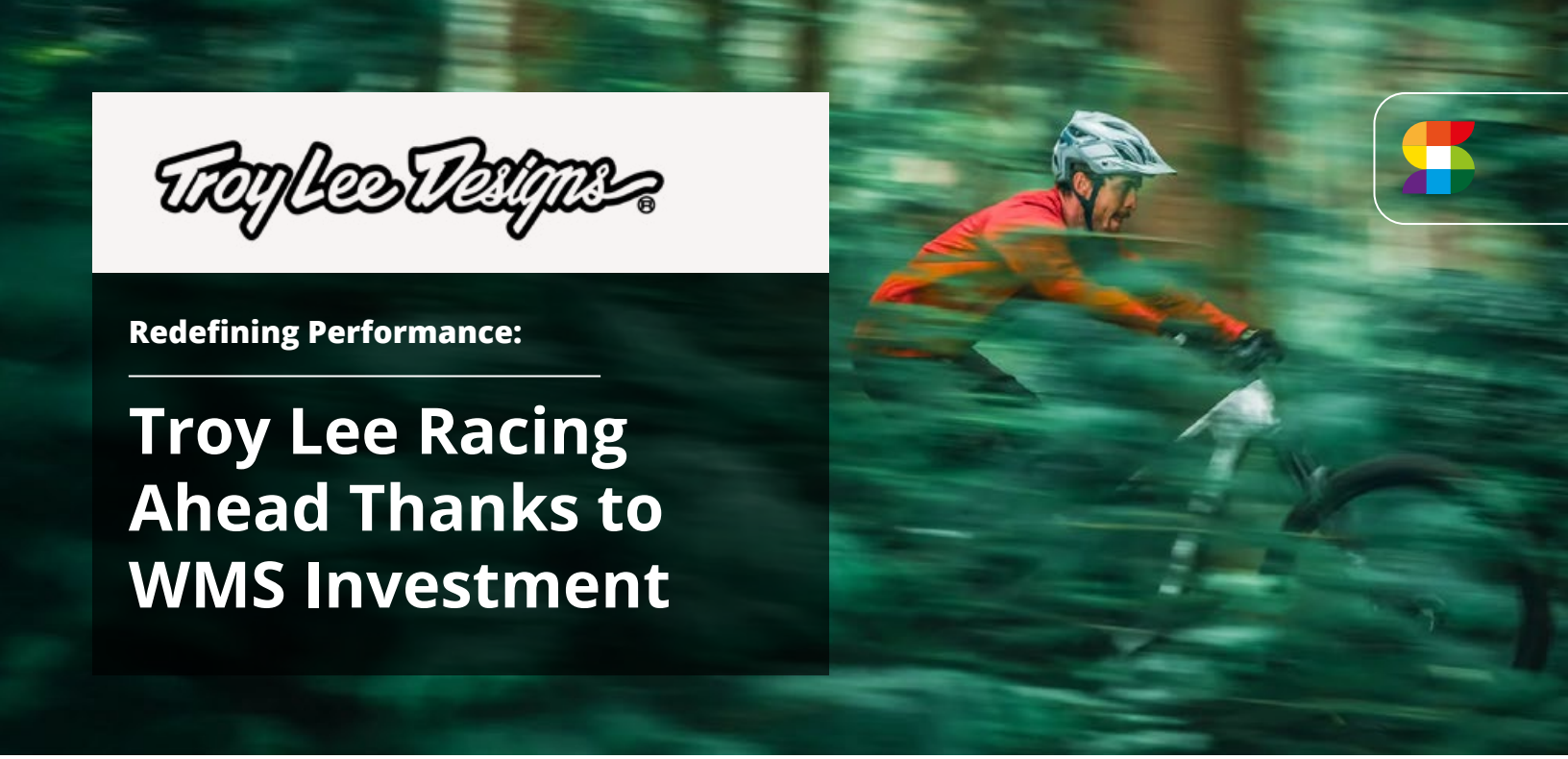

Troy Lee Designs®

Redefining Performance:

Troy Lee Racing Ahead Thanks to WMS Investment

The Background:

Troy Lee Designs (TLD) is an American action sports apparel and custom paint company founded in 1981 and headquartered in Corona, California. TLD's premier and highly stylized products include motocross, dirtbike, mountain biking and BMX equipment (helmets, jerseys, gloves, pants, etc) for outdoor enthusiasts worldwide - and they also supply leading edge gear to the world's fastest racers.

At a Glance:

INDUSTRY
ACTION SPORTS APPAREL

LOCATION
RANCHO CUCAMONGA, CALIFORNIA

SIZE (SQ.FT)
60K

NO. OF USERS
14

ONBOARDING:
Technologically advanced warehouse management system

INTEGRATION REQUIREMENTS:
Alignment with the company's NetSuite ERP host system, which controls all business transactions and financial matters.

The Challenge:

Due to high growth, TLD's focus was very much on streamlining warehouse processes and adopting tangible best practices – for example, the previous system had no receiving functionality and relied on spreadsheet allocation that made the procedure both arduous and unreliable. Seamless NetSuite integration was a priority and they had to factor in an expansion of their DC from 40,000 to 60,000 sq.ft for extra storage and picking capacity.

The new system also had to be able to manage and control the intricacies of TLD's rapidly expanding e-commerce, B2B wholesale and international channels, plus a complex and agile operational blueprint involving up to 20,000 SKUs, 22,500 pick spots and 2,500 pallet spots.



Email: **info@snapfulfil.com**
Web: **snapfulfil.com**
Social: **@snapfulfil**

Built for ORACLE NetSuite

SNAPCONTROL™ SNAPFULFIL™

Solution & Implementation:

TLD needed the highly flexible and configurable SnapFulfil WMS to optimize order fulfillment and accurately bring in, manage, and audit inventory. Its unique track and trace functionality reveals exactly when the product arrives, what to do with it, and who has touched it. As a Built for NetSuite certified provider, SnapFulfil also brought the product and integration knowledge and experience of how to maximize its presence and effectiveness within the WMS.

Implementation was completed within just a month and coincided with TLD's busiest Spring season, with staff training very thorough, engaging and collaborative so that all 14 warehouse personnel were fully pick and pack ready for peak operation.

TLD also lives by the 'measure twice and cut once' philosophy and were delighted to take advantage of the SnapFulfil team's consulting capabilities (thanks to their 'real life' warehouse experience) to smarten up their operations and procedures ahead of 'go live'.

The SnapFulfil team were also hands-on and had boots on the ground throughout the 'go live' stage, offering next level customer support, reassurance, and security.

> **"SnapFulfil has changed our lives here drastically and everything we ask for gets done and very quickly by their support team."**
>
> John Davin, Warehouse Manager

Benefits & Results:

SnapFulfil's picking functionality gives TLD the granular detail they have long craved and the ability to shift product more quickly and efficiently, with much less pressure on the individual. For example, pallet putaway that used to take 30-45 minutes per unit is now complete in 5-10 minutes.









With everything going through NetSuite, its integration into the WMS was exceptionally smooth and Matt Webb, Warehouse Supervisor at TLD, said: "The fact that no modifications were required was huge for us as IT time is so expensive. We also love how the SnapFulfil team have come from the warehousing industry themselves, as they've been able to suggest proven configurations that optimize our warehouse set up and layout to boost efficiencies and savings."

SnapFulfil's far reaching capacity has also seen TLD's portfolio take off outside of the U.S. and Canada, with 18 distributors now active in the likes of France and Spain, the UK and Netherlands, plus Japan and South America.

John Davin, Warehouse Manager for TLD, added: "SnapFulfil has changed our lives here drastically and everything we ask for gets done and very quickly by their support team. They're awesome to work with and nothing is too much trouble. Our staff are happier too, because they've fully embraced the SnapFulfil system and the RF scanners make their jobs much easier and more rewarding.

"Before SnapFulfil, we used to have to work six days a week and through the night to cope with demand, but now we can handle even more business in a conventional five-day, eight-hour week and with a quarter less resource. It's also a lot easier to scale up on resource and equipment during peak periods."

With SnapFulfil's renowned multi-site capabilities, Troy Lee Designs is well placed to roll out the SnapFulfil WMS to additional fulfillment facilities seamlessly as needed, with obvious economies of scale implications and even the ability to handle more complex integrations.