



WRAP Distribution's specialty is in the warehousing of goods, fulfilment of goods and providing access to discounted mailing services for a wide variety of clients in the retail and non-retail sectors.

Founded in 1999 with the aim of helping a growing set of companies with their requirement to store products efficiently during their initial growth phase and for its retail partners, to take away the operational headache of picking/packing/shipping which is a time drain for companies looking to expand quickly and aggressively into today's marketplaces.

WRAP Distribution now operates a number of distribution centres, including a flagship 100,000 square foot facility located in Oxfordshire, UK.



The Background

WRAP Distribution had been using a manual paper-based / spreadsheet system to process the orders and control their stock movement within their main Distribution centre.

Although it worked well, they wanted a system that would speed up the ordering / picking process and provide real-time traceability reporting for both themselves and their customers.

The Solution

WRAP designed their own Smart Warehouse Inventory Management System (SWIMS), which was designed to both provide applications for the mobile computers, plus the host Management software located on their central server.

They then consulted with Acrovision to recommend and provide them with all the necessary hardware.

This was to consist of:

Motorola MC55A Mobile Computers – Used for all mobile order picking / stock movements communicating back to the host to provide real-time data. *These were compared with competition but were chosen because of the screen resolution, aggressive scanner and level of processor.*



Pioneer Pos Stealth Touch Screen Computers – Used at dispatch, the user would scan the items to look-up in the database and then enter all relevant information. *Chosen for its all-in-one design, ease of use and their state of the art specification. Another liked feature was the inbuilt barcode scanning module.*





Zebra GK420D Printers – Used to print out customer address labels. *Again were measured against competition but were proven to be the most reliable and best price vs performance devices.*



The Results

WRAP have been delighted with the immediate impact their new system has made, offering the following key benefits:

- **Picking Optimisation** = Increased Speed & Accuracy of order process
 - Goal is now a 6-7 Hour Turnaround
- **Improved Labour Planning** = Reduction in Costs
- **Increased Order Accuracy** = Reduced in Costs / Higher Customer Satisfaction
- **Less Refunds Required** = Ratings go up with On-Line Retailers
- **Real Time Traceability** = Improved Reporting / Customer Satisfaction

WRAP are expecting a **Return on Investment within 12 months** of implementation, with the results being a reduction in costs, an improvement in efficiency, higher customer satisfaction and ultimately more customers!

Why Acrovision?

According to Mr Ananth, Head of Infrastructure at WRAP, ***“Acrovision were initially selected as they understood our requirements immediately and offered a cost-effective solution. Their product knowledge is excellent and the ongoing follow-up support has been extremely professional”***