

Challenge

- ★ Improve inventory storage density
- ★ Increase order fulfillment throughput while reducing errors

Solution

- ★ Improved warehouse layout and inventory storage
- ★ Implemented new pick, pack, scan and ship systems

Results

- ★ 65% storage increase
- ★ 32% order fulfillment throughput improvement

Rareform Improves Order Fulfillment and Increases Throughput by 32%

Opportunity

Rareform designs and manufactures backpacks, totes, duffles and wallets from recycled vinyl billboards. After airing on NBC's hit show Shark Tank, they experienced a 10x increase in order volume. To keep pace with demand they needed to upgrade their inventory storage, order fulfillment and shipping systems.

Challenge

Preparing for and managing spikes in order volume is challenging even for the most sophisticated eCommerce businesses -- let alone dealing with the "Shark Tank effect". Moving to a larger facility was not an option for Rareform, so we needed to redesign the warehouse layout for improved storage density and increased order picking throughput.



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CASE STUDY

Storage Capacity

+65%

Order Fulfillment Throughput

+32%

"The distribution center reorganization Blueprint completed for us improved our efficiency and installed industry best practices. We wouldn't have made it through peak season without them!"

- Aric Avedissian, co-founder

Solution

We designed a new warehouse layout by focusing two goals: increase storage capacity and improve the flow of goods. After performing a slotting analysis to determine optimal product placement, we added racking for inventory, upper level replenishment shelving, and MHE for pick carts and pack tables. Dedicated workstations were created for material cutting, photography, and fulfillment. To improve inventory accuracy, we added product-specific storage bins as well as upgraded shipping software with barcode scanning capabilities to reduce fulfillment errors.

Results

Storage capacity increased by 65% and fulfillment throughput improved by 32%. Rareform successfully handled the biggest Q4 in the company's history.

About Blueprint Partners

We're former startup operators with deep experience in logistics, order fulfillment, warehousing, supply chain and inventory control. We've helped multiple high-growth product companies locate capable fulfillment partners, optimize warehouse efficiency, upgrade operations technologies and improve overall operating performance.



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