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## CASE STUDY

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# Capacity LLC increases fulfillment capacity and flexibility with 64 Putwalls from Pcd data



Case Study Pick Control  
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Capacity LLC has installed two rows of Putwalls, each row containing 32 units, in its newest warehouse. This solution enables the New Jersey-based fulfillment specialist to efficiently and accurately sort the collected items to their corresponding order level. Thanks to Pcd data's intelligent design, Capacity was able to eliminate a step in the fulfillment process and increase flexibility in the use of the Putwalls. Co-founder and Chief Strategy Officer Thom Campbell: "We cannot overstate the importance of having the Putwalls installed on time."

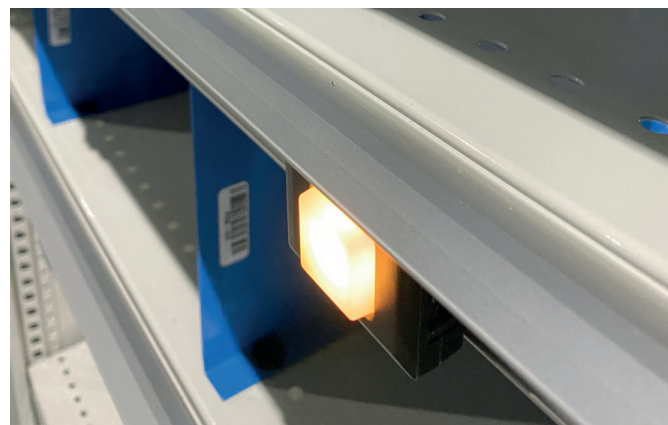
Capacity provides order fulfillment for leading brands and retailers in North America, the UK and Europe. The New Jersey-based logistics provider started out in cosmetics fulfillment but also services other consumer products, such as apparel, footwear and electronics. "We provide our customers with facilities and services where we stock and process their products, as well as apply the finishing touches to products as needed. We collect products and ship them to consumers or to drop-shipment partners like Amazon, as well as several hundred other retailers in North America," says Thom Campbell.

### As accurate as possible

When collecting and packing orders, Capacity makes extensive use of Pick and Put to Light technology. "This technology is the foundation of any e-fulfillment operation," explains Ed Shapiro, Director of Engineering at Capacity. "It allows us to pick faster, while minimizing errors. The latter in particular is important in e-fulfillment, because the cost of failure is typically five to ten times higher than the cost of fulfillment. If mistakes are made orders have to be repicked and reshipped, while products shipped in error have to be written off. Precisely because correcting errors costs so much, it is important to work as accurately as possible."



Due to the Covid-19 outbreak, Capacity saw a dramatic increase in e-fulfillment activity. Many consumers decided to avoid in-person shopping, causing an explosion of online orders. Against this backdrop of accelerated e-commerce, Capacity decided to install 32 Putwalls in their newest warehouse. A year later, because of continued growth, a second row with an additional 32 Putwalls was installed. In both cases, Pcd data was the supplier. "We were looking for a partner that could meet our requirements and deliver quickly," explains Shapiro. "Pcd data was able to design and install the requested Putwalls within a few months. Just in time for peak season."



### Sorting by order

Capacity's operators work according to the principles of batch picking. The orders received are organized into large batches, after which several order pickers start processing one batch. At the Putwall, the products are sorted out per order. When each product is scanned the display indicates in which section it should be placed," says Shapiro. "When an order is complete, the display at the back of the Putwall lights up. This indicates to the operators at the back of the putwalls that they can empty the compartment and pack the products."

Shapiro is pleased with the performance of the Putwalls. "In order to optimize the order fulfillment process, it is necessary to limit the time between the scanning and 'putting' of products at the Putwall. This requires presenting information to the operator as clearly as possible. Pcd data's Putwalls have a unique feature in this respect. If someone scans a product that does not belong in the batch - due to a picking error, for example - all displays start to blink. This makes it immediately clear that an error has occurred. Our other Putwalls do not have this feature. As a result, the operator scans the product over and over again only to discover the error in the second or third instance."



### Skiping one step

The main benefits become clear on the side where products are packed, as multiple operators can work on one Putwall. Each operator empties a compartment and packages the products themselves. In other warehouses, that process is cut into two steps: one operator empties the Putwalls and brings the products to a packing table, where another operator packs and prepares the products for shipping. "Pcdata's Putwalls allow us to remove a step. Since the packing tables are closer to the Putwalls, walking distances are kept to a minimum. As multiple operators can work at one Putwall, capacity increases. As a result, we have eliminated a major source of wasted time, and saved costs." explains Shapiro.

Pcdata, unlike other vendors, was able to develop and implement the required functionality within a few months. "We are now better able to balance staffing at the front and back of the Putwalls. How many operators we need depends on the additional requirements of our customers. For some customers, we need to fold and add a leaflet, apply a sticker, add a personal message or use special tape. Other customers have fewer requirements, so productivity is higher. Thanks to Pcdata's technology, we can better manage these different requests when we create bespoke solutions for our clients."

#### Ed Shapiro

Director of engineering at Capacity LLC

*"The past few years have presented unforeseeable challenges. At a time when flexibility and agility are essential traits of an effective 3PL partner, Pcdata realizing these Putwalls on time was invaluable for our business."*



### All deadlines met

Shapiro is satisfied with the project. "You can measure the success of a project in different ways. In terms of implementation time, Pcdata met all deadlines. They planned the project well and managed it professionally. Where challenges arose, they were handled appropriately. As for the new technology, as always with these types of projects there were some issues. The way in which such issues are dealt with, quickly and adequately, shows who your real partners are. Pcdata did a great job in that respect. They were ready when it mattered. That was particularly important during the first peak season."

Shapiro prefers not to comment on costs and benefits. "What I can tell you is that we don't invest in any technology that won't pay for itself within three years. By understanding our way of working and tailoring a solution for it, Pcdata was able to increase the capacity of the Putwalls and improve the quality of the process. In peak season, we were able to scale up quickly enough so that all orders were shipped on time. Put to Light is a technology that requires little training. It allows the most inexperienced operators to get started right away."

### Permanent partner

With this project, Pcdata has established its name within Capacity LLC. "In other warehouses we work with Pick and Put to Light systems from other partners. It's nice to add Pcdata to our list

of trusted partners. For future projects, we will obviously take their solution into consideration again," says Shapiro. Campbell concurs: "The past few years have presented unforeseeable challenges. At a time when flexibility and agility are essential traits of an effective 3PL partner, Pcdata realizing these Putwalls on time was invaluable for our business."

## Facts & figures

Capacity LLC

Location: North Brunswick, New Jersey

Warehouse: campus with a total of 1.000.000 square feet

Employees: 650, increasing to 1.000 on busy days

Activity: order fulfilment for brands and retailers

Project: 2 x 32 putwalls

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