

CUSTOMER PROFILE

S U C C E S S S T O R Y

LAKELAND LIMITED



“Warehouse Management lets us manage the complex and highly diverse requirements of our retail and mail order businesses from a single solution.”

Gary Marshall, Director of Operations, Lakeland Limited



- Faster putaway, picking and packing
- Automatic replenishment of mail order warehouse
- Intelligent pick options for retail and mail order businesses
- Automated inventory checking
- Stock levels now 99.9% accurate
- Real-time visibility of warehouse operations
- Ability to manage seasonal demands and customer trends
- Expertise and support from RedPrairie.

LAKELAND

Founded in 1965 in Windermere, Lakeland specialises in kitchenware and household products. The company now has over 4,000 products in its current range and produces 18 catalogues each year for its one million mail order customers. Lakeland also has 30 Lakeland Limited stores in the UK. The company's mission to provide quality, innovative products that improve customers' lives has made it the UK's largest mail order business in its sector.



LAKELAND NEEDED...

An automated, scalable warehouse management solution that could handle warehouse operations for its retail and direct mail businesses on a single instance. Lakeland needed to address the following challenges:

- 1) End-of-life legacy system with labour-intensive warehouse management processes
- 2) Lack of scalability to meet 20% year-on-year growth
- 3) No real-time business visibility.

REDPRAIRIE DELIVERED

Warehouse Management

THE RESULTS

- Retail and mail order business managed from single solution
- System-directed warehouse management tasks reduce handling costs

FASTER PUTAWAY, PICKING, PACKING AND STOCK TAKING

Managers at the Kendal depot access details of new purchase orders placed by the Lakeland's buyers through the interface between the company's back office system and Warehouse Management. Once received in Warehouse Management, RDT-directed putaway ensures fast storage of all pallets in the bulk warehouse. This warehouse supplies the company's 30 retail outlets and also holds stock for replenishing the despatch depot from where mail orders are fulfilled.

RedPrairie's intelligent picking options allow Lakeland to optimise the pick process to suit the different needs of its distribution and despatch businesses. When picking for the stores (distribution), warehouse operatives enter the shop's code number onto the truck-mounted RDT scanner and items



required for the next shipment are automatically downloaded on to the screen. A single pick then takes place for each shop, using the most efficient route around the depot. Mail orders (despatch) are fulfilled as a batch of twelve to twenty four orders in one consolidated pick. Warehouse Management ensures that orders are picked according to priority. Items are assembled by a team of packers and despatched for arrival with the customer within two working days after placement of the order.

Using Warehouse Management has streamlined and reduced the cost of putaway, picking and packing for both the distribution and



despatch businesses. Replenishment tasks from the bulk to the despatch warehouse are automatically generated by the system as stocks become depleted, which ensures continued stock availability for fulfilling mail orders.

Stocktaking, which used to be done manually at Lakeland's warehouse, has been automated by Warehouse Management's perpetual counting capability. Inventory levels are automatically updated as items are picked. This has increased stock accuracy, which now exceeds 99.9%.

MEETING SEASONAL DEMAND AND CUSTOMER TRENDS

The ABC analysis tool calculates the speed and rotation of each SKU in the depot. ABC classes are modified dynamically so that putaway and relocation algorithms can be used to put goods in the right zones. ABC analysis ensures that fast-selling items are always stored in the most convenient part of the warehouse to enable faster picking.



ENHANCED CAPABILITIES DEVELOPED BY REDPRAIRIE

RedPrairie's comprehensive functionality enables Lakeland to meet 95% of the needs of its distribution business and 80% of its mail order business requirements using the standard features of Warehouse Management. Building a customised interface between Warehouse Management and its automated mini load system was necessary to meet the specific needs of Lakeland's business for fast order turnaround. As mail orders are entered into the system, Warehouse Management automatically checks whether sufficient quantities of all items needed to fulfil them are available at the pick face. If more stock is needed, two cranes automatically retrieve totes of stock containing the required items from their storage location and place them at the pick face. This avoids the risk of delaying an order or sending it out incomplete. When picking is complete, the totes are automatically moved back to their original location. Additional interfaces have been created for Lakeland's distribution business to ensure fast, accurate despatch of replenishment stocks to its retail outlets.

RedPrairie's technical team worked with Lakeland's process owners to scope, design, test and implement the integration to the crane. The modifications they developed integrate seamlessly with all standard functionality and greatly enhance the benefits of Warehouse Management to Lakeland's business.

SUMMARY

Lakeland chose RedPrairie for its market leadership, strong UK presence and skilled, professional consultants. RedPrairie's commitment to Lakeland's business has continued through several system upgrades, which enable Lakeland to benefit from the most advanced warehouse management functionality available.

Lakeland is expanding its use of Warehouse Management to ensure continuous improvement to its warehouse management operations and is planning to use the system's volumetric functionality to enhance putaway and packing. On arrival at the warehouse, the size and dimensions of each pallet will be measured by Warehouse Management, enabling it to be

stored in the best location to optimise use of depot space. The volumetric capability will also improve packing efficiency for mail orders. Warehouse Management would calculate the size and dimensions of the total order and print a suggestion to packers of the most appropriate size box to use.

Lakeland also uses Warehouse Management's dock scheduler, a graphical booking-in diary, to improve scheduling of inbound deliveries. Dock scheduler ensures that there is a half-hour delay between the arrival of each lorry, enabling sufficient operators to be made available for receiving and unloading goods. The company is also considering plans to implement Workforce Management to optimise workforce planning and performance benchmarking.



 **RedPrairie®**

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