



COMPANY

Sure Winner Foods

MARKET

Northern New England
Distributor of ice cream
and frozen foods

FACILITY

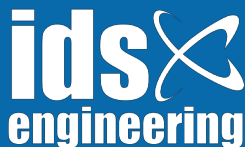
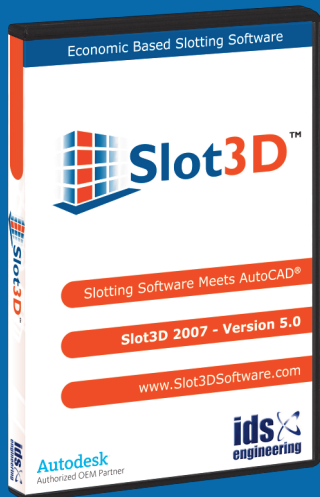
102,000 sq/ft, 2500+ SKUs
Saco, Maine

CHALLENGE

Reduce the current amount of time needed to Reslot the warehouse and to be able to perform 'what if' scenarios to handle seasonality and new SKUs.

SOLUTION

Slot3D™ 2007



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Sure Winner Foods Case Study

Sure Winner Foods all began when three Aroostock County businessmen, brothers Richard and Robert Irving, and Richard's son Mark, purchased the H.P. facility and two delivery trucks in Presque Isle in 1979. Their goal was to become the complete, one-stop source for ice cream in the state of Maine.

Today Sure Winner carries over 1000 ice cream, yogurt, novelty, and frozen food items from over 40 different manufacturers. Their customer base reaches virtually every town in Maine, New Hampshire, Vermont, northern Massachusetts, and all of upstate New York and Pennsylvania.

CHALLENGES

Changes in product demand, seasonality, and a continuous stream of new products made the need for quick location assignments/reassignments top precedence in slotting the distribution center at Sure Winner Foods. Additionally, with the rigid constraints of freezer walls, utilization of space was a high priority. Slot3D™ combined multiple challenges faced by Sure Winner Foods to achieve a customized recommendation of SKU storage locations.

Slot3D™ Data Requirements from Sure Winner Foods:

- SKU Data
- SKU Order History
- SKU Group/Family
- Dimensional limits of slot locations
- Facility and labor costs

IDS Engineering worked with Sure Winner Foods to understand and define business rules specific to the storage needs in their facility. These rules were then incorporated into the software to emulate the existing operation and current facility.



- One SKU per location, unless defined otherwise
- Maintain a given minimum days of stock requirement
- Slotting faster moving SKUs in the carton flow racks Golden Zone
- Balance pick activity to avoid aisle congestion
- Allow for SKUs in a given SKU family to be slotted into a specified area/zone
- SKU dimensions are locked (A product with given DXWXH dimensions will be Slotted to accommodate the depth, width, and height as given, without rotation). Multiple orientations could be accommodated if necessary. SKU Orientation was maintained to meet customer pick criteria.

IDS ENGINEERING SOLUTION

Using given information, Sure Winner Food's facility was configured in Slot3D™. Virtual zones were defined within the software to allow for the specific SKU groups to be slotted within the defined boundaries of the given zone.

Sure Winner's SKU order history, SKU data, and SKU group data was imported into Slot3D™ software via the Import Wizard. Complex algorithm's applied to SW Foods's data identified, separated, and assigned SKU's to the location in the warehouse that would best impact the economic measures comprised of picking cost, replenishment cost, and storage cost. The detailed reports generated by Slot3D™ can be extracted into an easy to manipulate Microsoft Office format.

BENEFITS

After producing and analyzing the initial slotting results, Sure Winner Foods identified the potential for operational improvements in their freezer picking area. Comparing Slot3D™ results against typical velocity based slotting results; the benefits in using alternate storage methods were quickly identified. The effect of alternate storage methods was addressed, directing Sure Winner Foods to change their equipment and picking methodology. The resulting impact of these changes was an overall optimized operation. Slot3D™ took into account the benefits of the total cost reduction of the storage, replenishment and picking costs. Optimizing the complete picking operation resulted in a reduction in order travel time which increased the time available for order picking, increasing the overall picking efficiency at Sure Winner Foods.