



Third Party  
**3PL**  
Logistics

## CUSTOMER CASE STUDY

# Leading Global Logistics and 3PL Company Simplifies Picking of Complex Orders

### Workplace

530,000 square foot facility in Northern TX

### Industry

Freight forwarding and 3PL

### Challenge

Collecting and assembling orders containing a wide variety of component shapes and sizes at a stationary packing location led to inaccurate labeling, inefficient picking.

### Solution

Implementation of 7 Newcastle NB Series carts with the PowerSwap Nucleus lithium battery pack, configured to support a laptop, scanner, Zebra label printer and other accessories.

### Result

Efficiency improved about 10% per month which equates to a savings of \$17,000 in labor per month.

## Overview

When you are a global leader in transport and logistics, handling about 15% of the world's freight across 1,300 offices in over 100 with over 70,000 employees, you have a lot of brainpower and resources to solve the world's biggest problems. But like everyone else, sometimes it helps to get a little help from a friend like Newcastle Systems.

## The Challenge - Creating a Common Process for Uncommon SKUs

This large 3PL facility recently began providing fulfillment services for a global supplier of telecoms equipment, namely cell-phone tower parts and components that are shipped to and used by the major US cellphone providers.

The wide variety of component shapes and sizes - ranging from small computer chips to long poles to 400 lb spools of cable - made fulfillment difficult. Collecting and assembling orders with the diversity of the components was challenging for the material handlers (cables required a forklift) who were tasked with bringing the elements of an order to a packing station, where they were labeled for the order they were intended to ship with.

As the floor manager noted: "We wasted time waiting for the fork lift driver to bring the item, and then the fork lift driver had to wait for employee to scan, process, and package the item before taking it where it ultimately needed to go for shipment."

This created issues with inaccurate labeling and inefficient picking, with workers doing a lot of extra walking. Accuracy problems were further exacerbated by the process of some smaller parts (i.e. chips) having labels pre-printed in large batches, challenging the team to match up labels with product, often resulting in mislabeling.

And as the team fell behind or got busier, hours or shifts would be added at excessive costs to keep the facility running 24 hours/day to catch up with the order backlog.

## The Newcastle Solution

After searching online for a solution that might help with their process issues, they brought in Newcastle Systems to consult with them on the problem. After some discussions to better understand the process and the real issues they were having, the Newcastle team recommended the deployment of their NB Series carts with the Nucleus PowerSwap battery pack in order to ensure both that the carts would remain very light AND give them the ability to use them out on the floor for 24 hours/day without interruption.

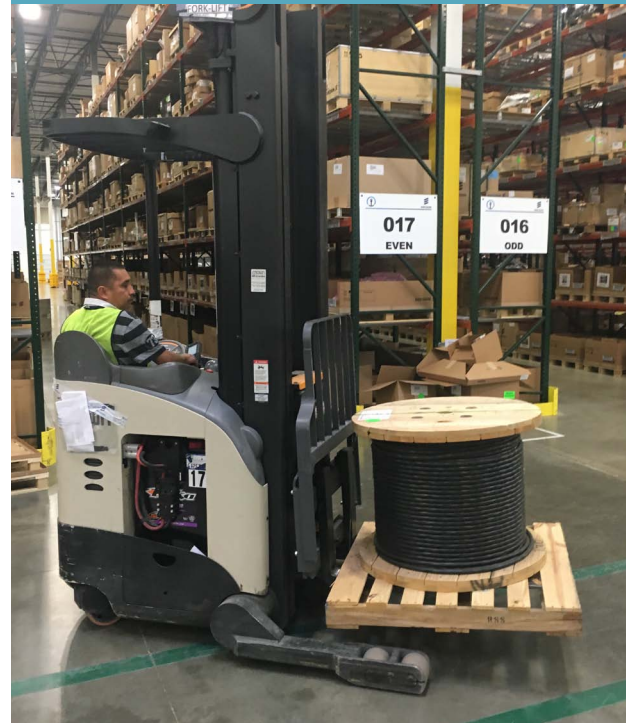
## Results

The result of adopting this specific mobile solution and re-designing the process with it was that picking teams are now able to label products and collect them prior to delivery to the packing line, where they will be assembled with the rest of the order. The carts enabled a major process change that had some major impacts:

1. Walking was drastically reduced
2. Packing was faster and more efficient
3. Errors on chip labels were eliminated due to single unit, on-demand printing in the picking aisles.
4. Overtime was eliminated

“We conducted a study – Efficiency improved about 10% per month which equates to a savings of \$17,000 in labor per month.”

The wide variety of component shapes and sizes made fulfillment difficult. Collecting and assembling orders was challenging for the material handlers who were tasked with bringing all order items to a packing station.



## Additional Results

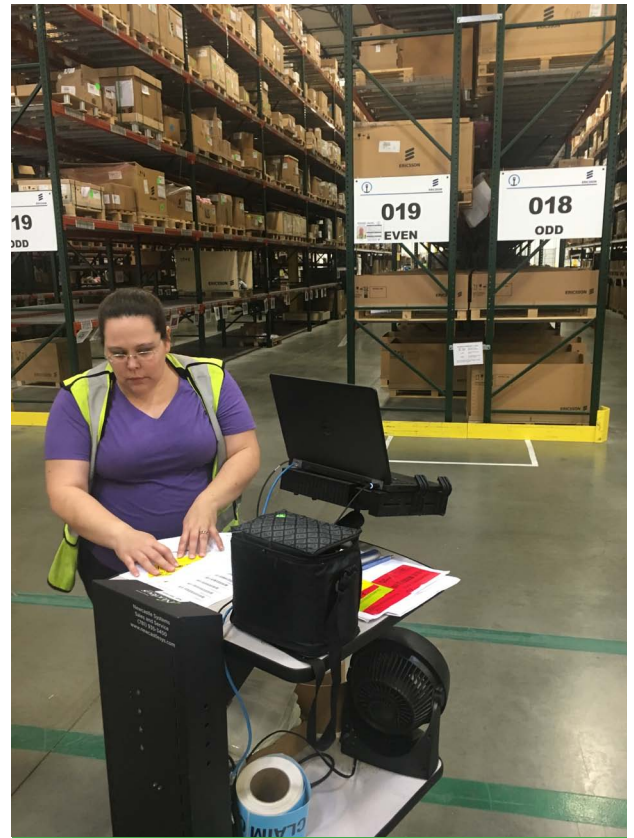
Because the carts showed the possibilities for making a change to their process, this 3PL also re-organized their workspace, made some adjustments to their SAP functions AND saw a boost in morale as their team could get more done with much less walking, fewer touches on the heavy objects and much less exhaustion at the end of each day.

## About Newcastle Systems

Newcastle Systems, Inc. is a provider of workplace mobility solutions that include a range of mobile carts for every workstation need with a unique, integrated power system that enables companies to maximize workplace efficiencies with minimal investment. Newcastle Systems mobility solutions are in place around the world helping reduce foot-steps in warehouses, speed up receiving, picking and shipping operations, improve staffing efficiencies on retail floor and provide convenience and ergonomic benefits for employees in manufacturing, education, distribution, military and government sectors.



73 Ward Hill Ave., Haverhill, MA 01835  
781.935.3450 • [www.newcastlesys.com](http://www.newcastlesys.com)



**“Efficiency improved about 10% per month which equates to a savings of \$17,000 in labor per month.”**

## Benefits:

1. Walking was drastically reduced
2. Packing was faster and more efficient
3. Errors on chip labels were eliminated due to single unit, on-demand printing in the picking aisles
4. Overtime was eliminated
5. Employee morale was significantly boosted