



## Fast Fashion Direct-To-Consumer Order Fulfillment Center

Location: Southern California

### Project Challenge

Growth in the customer's direct-to-customer order volume resulted in extreme peaks in labor needs and difficulty to timely process customer orders during these times. Peak labor requirements were so high that the operations were essentially at capacity for how much labor could work at one time to fulfill the required demand. In addition order dwell times during the retail peak season had surpassed an acceptable level. The customer began an investigation into how some of its top apparel eCommerce competitors were processing their eCommerce orders. The challenge was to provide the customer greater production capacity, decrease overall order cycle times, allow greater flexibility with intraday SKU activity and counts, reduce the significant labor needs without the normal significant capital investment of a traditional system.

### Project Solution

VARGO®'s Continuous Order Fulfillment Enterprise (COFE™) management and control system was identified as the desired eCommerce order processing engine to meet their needs. The solution focused on maintaining a continuous order processing system premised on proven "lean" processes. The benefit of a COFE™ system is its ability to maintain an end-to-end order processing engine that can utilize various technologies underneath it to complete tasks efficiently based on the customer's individual capital requirement. At the heart of the order assembly area, VARGO® made use of Eurosort's dual tray compact sorter to feed 56 VARGO® Speedpack™ stations.

### Result

The customer was able to realize an immediate 80% capacity increase in orders processed with a path to double the volume over the next 3 years. Overall, order cycle times during the peak period did not exceed 48 hour, a reduction of over 75%. Plans already underway to double the amount of storage and SKUs served with minimal changes required to the overall material handling systems and control system (COFE™) to facilitate this growth.



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