

Case Study



British style meets Chinese hand-writing.

Prime Vision removes final barrier to full automation.

A major British retailer has seen tremendous benefits from their Prime Vision ICRlite system, reducing time for product to be received into warehouse stock, out to stores and on the shelves—saving precious days in process time, increasing product availability for customers and hence increasing sales!



A fine-tuned and efficient supply-chain

With more than 400 stores in the UK and one of the world's most successful mail order operations, this is a huge operation that has supplier contracts with companies all over the globe, but especially in Asia.

As one may expect, their logistics operation was finely tuned and included standardized shipping labels that incorporate all contract and SKU information in a bar code, making identification a breeze when cartons are received at their automated storage and handling warehouses across the UK. This is essential really as the suppliers may not have compatible labeling and printing systems in place at the point of manufacture, so with this approach labels may be printed centrally and sent to the supplier at the start of a supply contract.

A tricky problem

A tricky problem remained: a final barrier to full automation. The suppliers must note the quantity of each SKU in the carton, however this is not known until despatch, therefore cannot



be included in the bar code and must be hand-written on the label by the supplier. On receipt at the warehouse, this

is critical information required to be able to put the item into stock, however could not be automated as the information is not in the bar code. Until Prime Vision, the client had to manually key the quantity information for every carton on receipt, delaying entry into stock.

Now the client can leverage the full power of their automation as their Prime Vision solution automatically reads the handwritten or printed quantity numbers and immediately updates the stock level in the Warehouse Management System (WMS).

The solution offers 99% read rate. Prime Vision also automated the processing of any labels



that could not be read by the software by including a video-coding system. The video-coding system enables the client to key any no-read images in a live or batch mode without interrupting the automated conveyor lines or removing stock for manual handling. 100% smart recognition and automation - the Prime Vision way!

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