



PROMAT

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Integrating Reusable Packaging within an Omni-Channel Supply Chain

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Omni-Channel

“Operationalizing omni-channel is, at its core, an exercise in change management.”

Don't Call it Omni-Channel, Kurt Salmon



Customers are shopping from all channels

95%

shop both website and store



Customers want a seamless experience across all channels

53%

offline sales influenced by online behavior



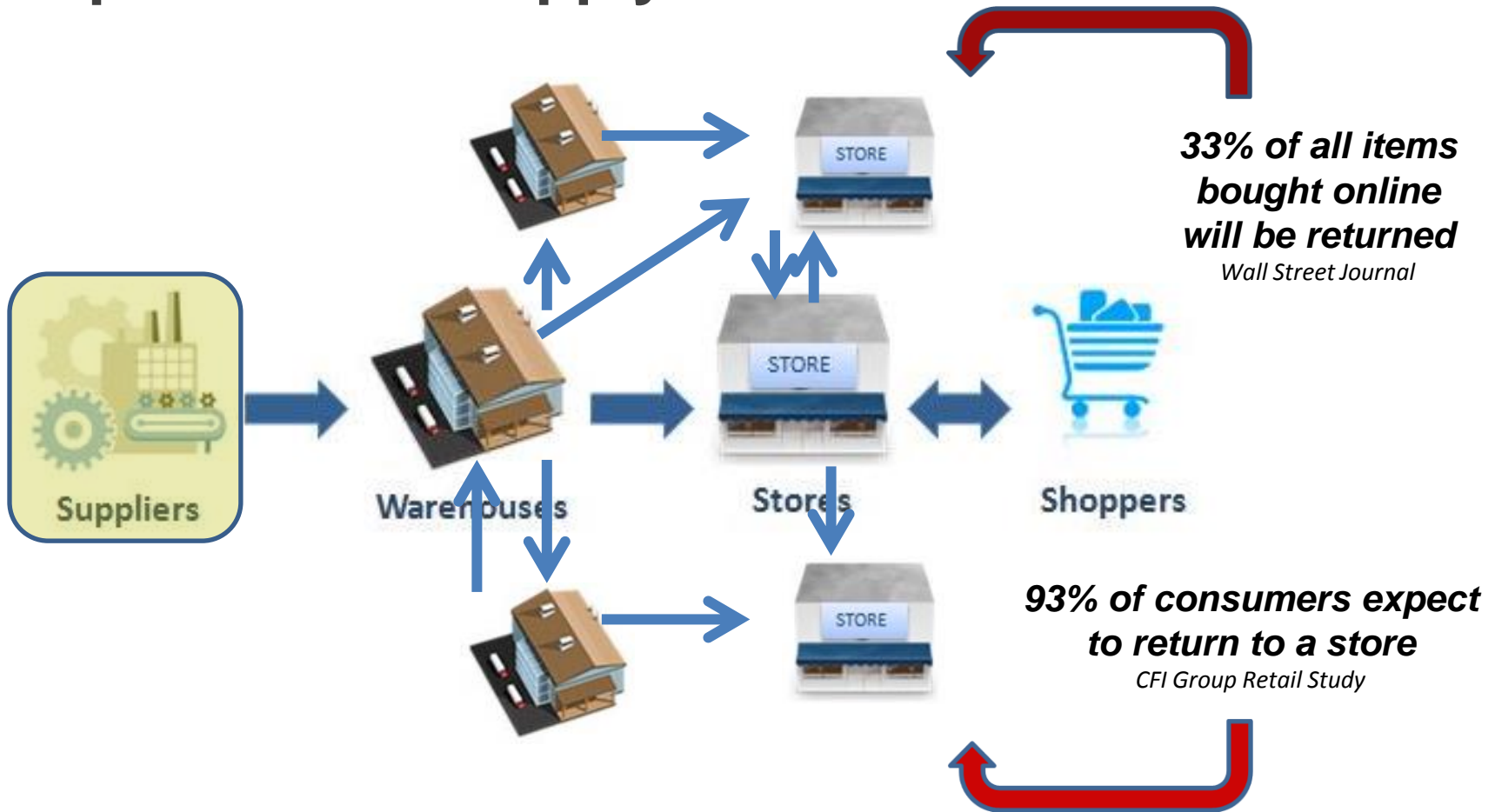
Retailers looking to fulfill closest to the customer

60-73%

want to order online & pickup in store

FIND WHAT'S NEXT.

Impact on the Supply Chain





Omni-Channel Scenarios

Click and collect



DC Fulfillment

Buy online / pickup in store
Buy online / ship from store



Store Fulfillment

Site-to-store shipping
Lockers



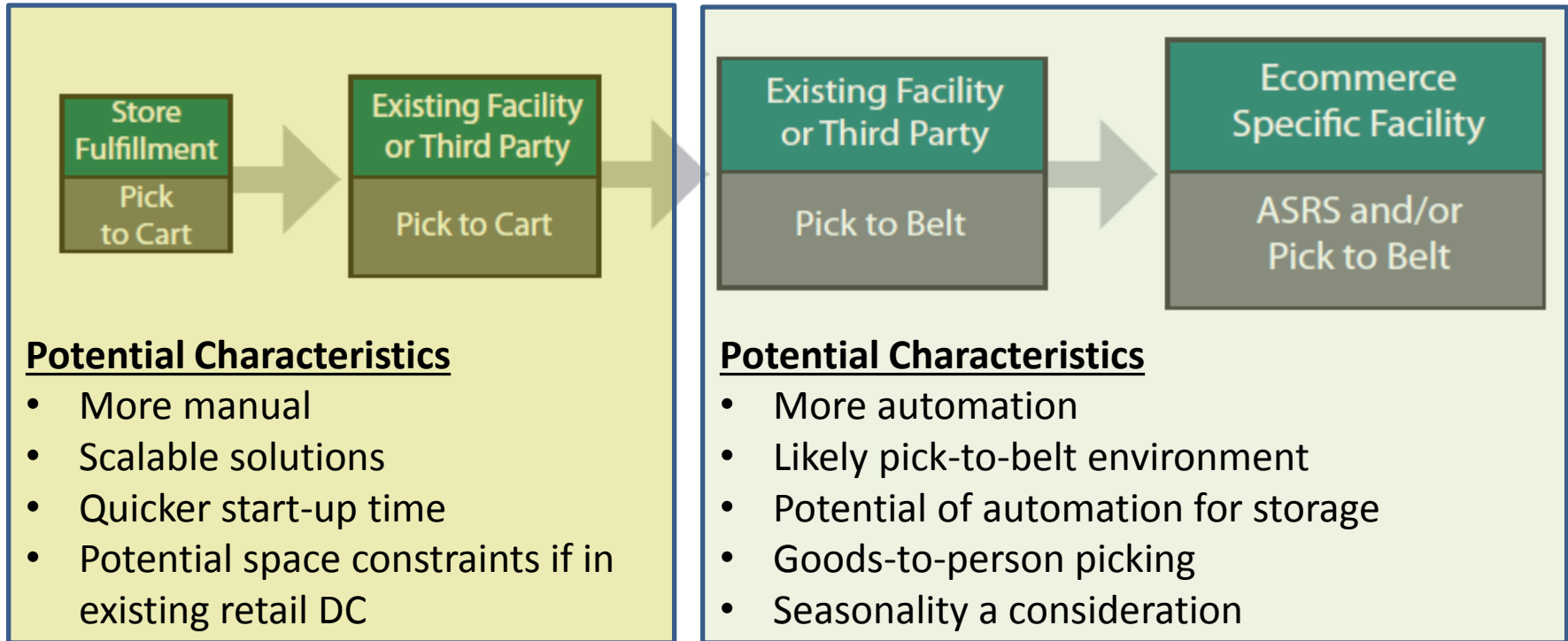
Inter-Facility Fulfillment

Customer convenient returns



Returns / Reverse Logistics

DC Fulfillment Pick-and-Pack



Value of packaging standardization applies in both

Packaging Considerations

Stack-and-Nest

180-degree turn
Bail arm
Lids
Collapsible

- Efficient storage when empty (often 4:1)
- Provides stable loads for WIP movement
- Can be palletized for inter-facility movement



Hopper Front

Open
With door

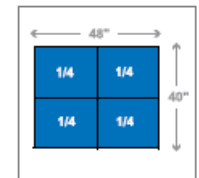
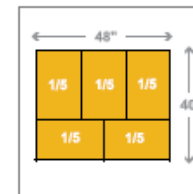
- Increased spacing for in / out on cart or other tight pick options
- Increased visibility for shelved systems
- Typical nest only style



Footprint

4048: 2416, 2420, 1612
1200x1000: 600x400, 600x500, 300x400

- Other equipment often set on these standards
- Translates to pallet and trailer cube efficiency
- May not be need now but could be in future





Store Fulfillment

Objectives

- Clean / organized appearance on the sales floor
- Minimize variations in packaging
- Minimize material handling equipment needs
- Solutions easily manipulated by store associates
- Solutions that serve multiple purposes – e.g., picking and staging
- Ability to potentially go outdoors



Example Method: Pick to Cart

Reusable containers add value by:

- Providing clean look if in customer environment
- Keeping spills contained and easy to clean
- Providing visible bar codes for easy reading
- Stacking efficiently to stage orders
- Nesting when empty



Inter-Facility Fulfillment

- Plastic pallets
- Stack-n-Nest containers or attached lid totes
- Bulk containers



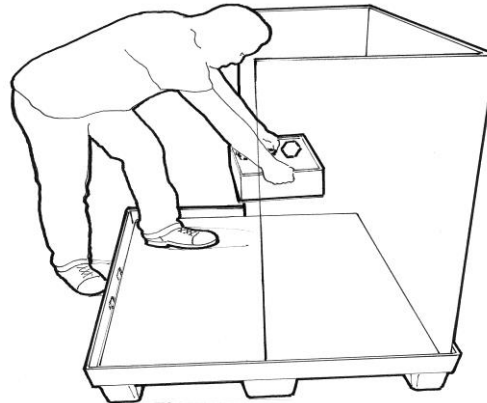
- Stack-n-Nest or attached lid totes
- Small format pallets
- Mobile solutions



FIND WHAT'S
NEXT.

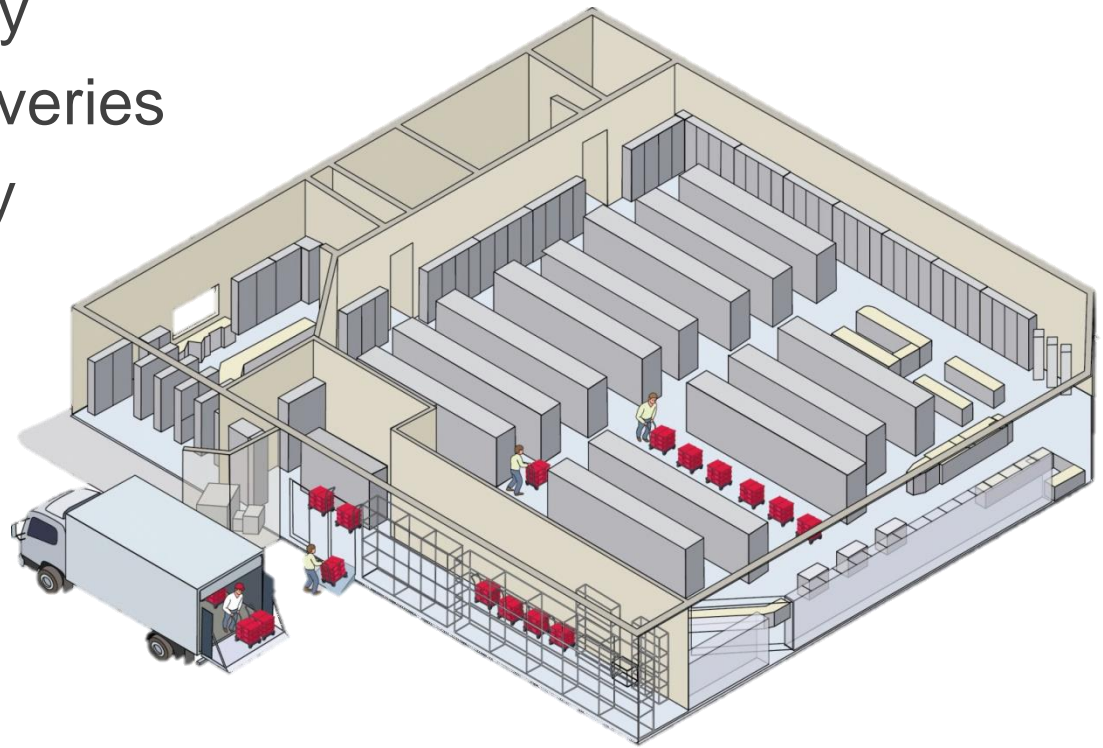
Returns / Reverse Logistics

Goal of plastic packaging in this loop is to get product back in ***saleable condition*** and help with the processing of returns.



Don't Forget Store Replenishment

- On shelf availability
- More frequent deliveries
- Inventory accuracy
- Associate time customer facing





Don't Forget Store Replenishment



Efficiently move product to where the sale is fulfilled

Reduce replenishment / fulfillment time

Efficiently fulfill in smaller spaces

Reduce labor requirements for operational activities

--Don't Call it OmniChannel, How to Operationalize a Seamless Customer Experience, Kurt Salmon, July 2014.



Recommendations

Balance local needs with an eye towards broader supply chain

- Local decisions could lead to inefficiencies as more movement occurs between locations
 - Examples: Sizes that don't cube a pallet, products that don't condense well

Fulfillment method today likely will change in the future

- Establishing standards in certain areas will allow the system to evolve without a complete reset
 - Examples: Picking totes on carts that could transition to belt in future and keep pick unit the same

**FIND WHAT'S
NEXT.**



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Questions?

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