

Bradshaw International

Bradshaw International's Good Cook kitchenware products are distributed to over 30,000 U.S. retail stores, including Wal-Mart. Originally, Wal-Mart required full case and full pallet shipments to its regional distribution centers but later implemented the Direct Store Delivery Consolidation (DSDC) program. In order to accommodate this program, Bradshaw had to change its distribution system. enVista was retained to help design and integrate the DSDC program. enVista's expertise in material flow, facility layout and warehouse management enabled Bradshaw to move to the DSDC program successfully and with virtually no disruption to the customer.



The Company

Bradshaw International is a leading marketer of kitchenware products. The company was formed in 1969 as an importer of seasonal housewares and quickly developed a reputation with customers for marketing quality products at competitive prices, while maintaining excellent service levels.

The Brand

The Good Cook™ brand was launched in 1987, with an operating philosophy of incorporating quality, value and service into every product. The philosophy has helped the company achieve the number one

market-share position for kitchen tools and gadgets in the grocery trade. Bradshaw also markets bakeware, cookware, food storage and tabletop products under its Good Cook brand.

Distribution

The Good Cook brand has captured 43% of the market in drug and grocery stores, far ahead of all other brands in the market. Good Cook Kitchenware products are distributed to over 30,000 U.S. retail store outlets.

Bradshaw International is headquartered in Rancho Cucamonga, California, along with its state-of-the-art distribution center.

Project Background

Bradshaw International distributes many of its products through Wal-Mart Stores. Wal-Mart Stores traditionally required full case and full pallet shipments to its 42 regional distribution centers. Wal-Mart would stock the product, pick and pack the product for each store, then ship the product to its stores. Bradshaw International was asked to participate in Wal-Mart's Direct Store Delivery Consolidation (DSDC) program. The DSDC program was designed to allow shippers to directly replenish Wal-Mart stores in less-than-case-pack quantities.

The Problem

In order to participate in the DSDC program, Bradshaw International had to make changes to many aspects of its distribution systems. A sophisticated pick/pack operation fully integrated with the WMS would have to be implemented to handle the volume of picking and packing of individual store orders. Bradshaw also understood that changes to their EDI, Order Management, and WMS systems would be required.

"If you are looking for a partner that understands end- to-end enterprise logistics and who can speak to Operations and IT, enVista should be at the top of your list."

*Brian Foster, Director of IT,
Bradshaw International*



The Solution

Bradshaw International retained enVista, the leading enterprise cost management consulting firm, to help with the design and integration of the DSDC program.

In order to meet the DSDC program objectives, Bradshaw and enVista had to:

- Design and build a pick/pack module capable of achieving the required rates
- Select and integrate the technology (Radio Frequency, Pick by Light, Voice, etc.) that would be used by the picking team and integrate it with the WMS
- Integrate the RFID readers and verifiers with the WMS
- Modify the Order Management System to accommodate the new order structures
- Modify the EDI software to implement the EDI structure required by DSDC
- Modify the billing systems to generate consolidated invoices

“enVista brought all the necessary skill sets to the table to make this project a success. enVista brought everything from capable Project Managers, Analysts and Engineers who understand material flow and facility layout, plus RedPrairie WMS configuration specialists to IT staff who have a deep understanding of databases, EDI structures, and technical integration.”

*Brian Foster – Director of IT
Bradshaw International*

enVista Industrial Engineers used their modeling tools to:

- Profile SKU movement and activity
- Identify and size the pick and storage mediums
- Model pick and replenishment rates
- Layout the proper work flows and conveyor layouts
- Formulate the labor plan for the new operation

enVista Technologists worked with Bradshaw Information Technology to:

- Specify and make the necessary configuration changes to the RedPrairie Warehouse Management System
- Perform the technical integration between the RedPrairie WMS and the selected Pick from Light System
- Perform the technical integration between the RedPrairie WMS and the EDI software
- Specify the required technical changes to the Order Management system to convert the Wal-Mart orders from DC-based orders to store-based orders consolidated by DC

- Specify data maps from order capture to order management to WMS, and on through EDI transmission that would be reusable and that would move the infrastructure toward industry standards.

The company is now poised to take advantage of not only EDI 856 documents, but also for a majority of the EDI document sets for fulfillment and transportation.

Results

Bradshaw has been shipping under the DSDC program for over a year and, although the shipping volumes have increased beyond the expected numbers, the DSDC solution has been able to keep up with the demand. Bradshaw was able to move to the DSDC program successfully with virtually zero disruption to the customer.