



Peacock Bros.

CASE STUDY

Feeding more, faster:

A hunger relief charity's warehouse transformation story



When a global pandemic unveils crippling inefficiencies in warehouse systems, **the effects remain long after it's over.**

For one hunger relief charity, the impact spanned far beyond their day-to-day reach. A sharp increase in demand for food relief brought on by the global impacts of COVID-19 led to plummeting productivity, which only exacerbated the problem. Not to mention the need to implement safety measures that added roadblocks to the line of relief.

Before the pandemic, the charity was assisting tens of thousands of individuals every single day, with that number more than doubling by the end of 2024 - all while operations continued to rely on outdated, manual, error-prone processes. These pressures revealed inefficiencies in its warehouse systems, with declining productivity and frequent errors persisting long after the initial crisis.

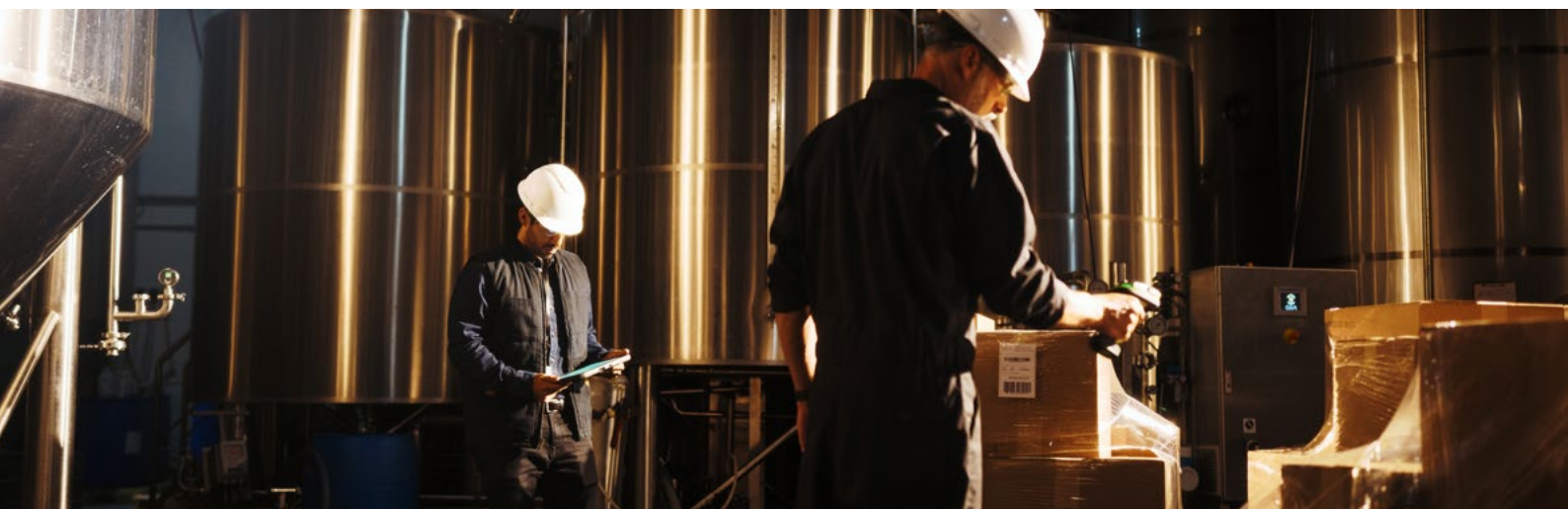
These challenges have had lasting impacts on the organisation and those who rely on it, with increased demand, fluctuating food donations, fewer volunteers, and disruptions to operational processes.

It was clear that something needed to change, **quickly and for the long-term.**

The charity approached Peacock Bros. in its endeavour to transform how it managed its operations.

Our team had regular meetings with the organisation and conducted site visits to understand what was holding them back and identify the right solution tailored to their needs.

It became apparent that an end-to-end barcode solution combining advanced warehouse management software and hardware was key to streamlining their operations. The solution not only required integrated cutting-edge technology, but also the support and flexibility to adapt to their ever-changing circumstances.



With a focus on efficiency and mobility, our experts implemented:



Mobile computing devices

For a highly secure, ergonomic, and interconnected warehouse system, allowing faster and more efficient item processing, reducing errors and empowering adaptability.



High-quality labels

Produced by Peacock Bros. to clearly identify items and keep operations accurate, safe and efficient.



Industrial printers

That are durable, secure, reliable and user-friendly, reducing errors to prevent costly mistakes and providing future-ready adaptability for evolving needs.

Once implemented, this suite enabled seamless tracking and management of inventory.

The work didn't stop at delivery - while our warehouse management solution supercharged short-term performance, our experts simultaneously worked with the charity to develop new ways of working to ensure the changes would stick.

The implementation of mobile warehouse technologies marked a significant advancement in the charity's supply chain operations, replacing slow and error-prone paper-based processes.

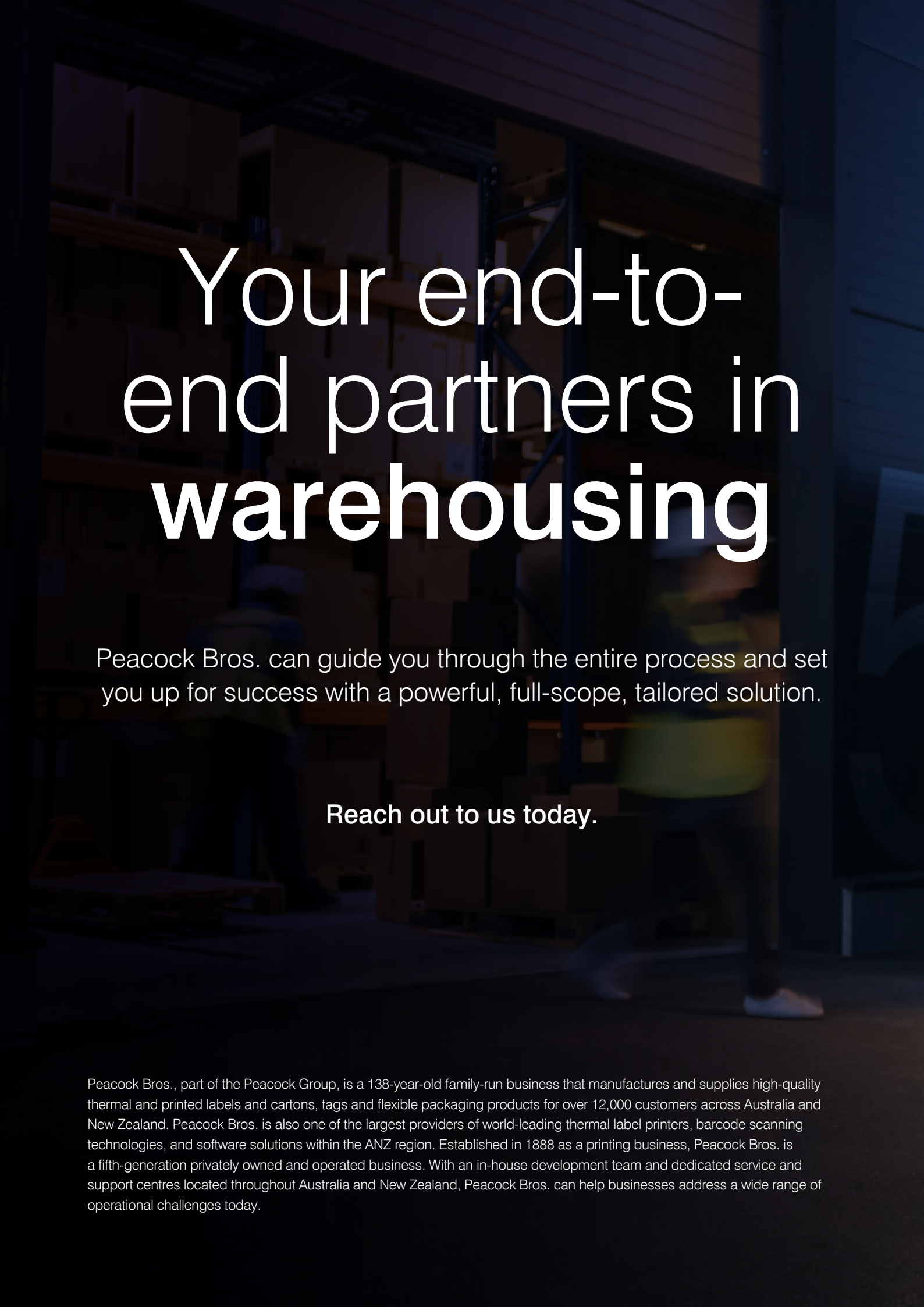
Volunteers are today equipped with state-of-the-art handheld devices to scan inbound and outbound barcoded goods, ensuring the accurate recording of food items received as well as speeding up pick-and-pack processes. The handheld devices are managed by SOTI MobiControl and Ivanti software, enabling user-friendly, seamless operations, without the need for time-consuming process training.

The barcode solution has significantly improved operational efficiency, enabling volunteers to contribute effectively even with minimal training. This has been especially critical in meeting the growing demand for services.

The increased accuracy and streamlined processes have played a pivotal role in handling the rising volume of requests, ensuring that support reaches those who need it most.

The success of Peacock Bros.' holistic warehouse management solution enabled the organisation to not only overcome the enduring challenges posed by the pandemic but also continue expanding their services. With demand for its support continuing to grow, the charity is now equipped with a scalable and efficient system that can support its mission of providing uninterrupted assistance to those in need.





Your end-to-end partners in warehousing

Peacock Bros. can guide you through the entire process and set you up for success with a powerful, full-scope, tailored solution.

Reach out to us today.

Peacock Bros., part of the Peacock Group, is a 138-year-old family-run business that manufactures and supplies high-quality thermal and printed labels and cartons, tags and flexible packaging products for over 12,000 customers across Australia and New Zealand. Peacock Bros. is also one of the largest providers of world-leading thermal label printers, barcode scanning technologies, and software solutions within the ANZ region. Established in 1888 as a printing business, Peacock Bros. is a fifth-generation privately owned and operated business. With an in-house development team and dedicated service and support centres located throughout Australia and New Zealand, Peacock Bros. can help businesses address a wide range of operational challenges today.



With you at
every step of the
supply chain.

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