



Peacock Bros.

CASE STUDY

From two people and a forklift to **one person and an RFID reader:**

How a global Information Management organisation overhauled their operations for the better.



For one global leader in information management and storage, document retrieval was highly manual, inefficient and at times unsafe.

Finding boxes was difficult and took too much time and manpower, involving two people and a forklift for every single retrieval.

The company serves hundreds of thousands of customers across an extensive network of facilities worldwide. Their comprehensive services, spanning secure document storage, digital transformation, data protection and destruction, are vital for businesses navigating complex compliance and privacy landscapes.

The need for a better, more efficient system extended beyond the organisation's own benefit to improving service delivery for their customers across ANZ.

Managing millions of boxes housed in storage racks reaching extreme vertical heights and extending below ground level presents significant logistical challenges. And when you're servicing customers in the healthcare and legal sectors, rapid and secure access to records is critical.

So, they sought the guidance of **Peacock Bros.**

Our team got to work developing a solution to address the practical needs of rapid, accurate and safe document retrieval. To do this, we consulted directly with the customer in a series of meetings and site visits to get to the core of what was holding them back and identify the right solution tailored to their needs.

At its core, this was a tracking and tracing issue, and it was costing them a significant amount of time and money.



We proposed an integrated solution supported by the Zebra TC21 handheld device, an Android-based unit used in conjunction with the Zebra RFD90 RFID Sled.

This choice was driven by our commitment to offer a solution that was both powerful and user-friendly, enabling operators to swiftly locate tagged boxes with increasing accuracy as they move closer.

Implementation involved fitting RFID tags to boxes containing vital documents, which could then be easily scanned and located with a cutting-edge handheld device.



The result?

A streamlined, single-person process that represented a significant leap forward in the organisation's document management and secure storage operations - one far more efficient and secure than before.



Equipped with the Zebra TC21 fitted with the RFD90 RFID reader, operators are now able to easily find tagged boxes, with the device emitting sound notifications more frequently as they approach the target. This system not only reduced the manpower required for inventory tracking but also mitigated the risks associated with the previous approach, offering a safer and more efficient alternative.

Today, locating high-value and sensitive files and documents within expansive storage facilities is far easier and more efficient, thanks to the implementation of an advanced RFID tracking solution.

Initially offered as a premium service to select customers, the success of the RFID solution has led to its standardisation across all customer engagements in Australia and New Zealand, with further expansion into additional global markets now under consideration.

Your partners from RFID tags to readers, delivery and beyond!

Peacock Bros. can guide you through the entire process and set you up for success with a powerful track & trace 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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