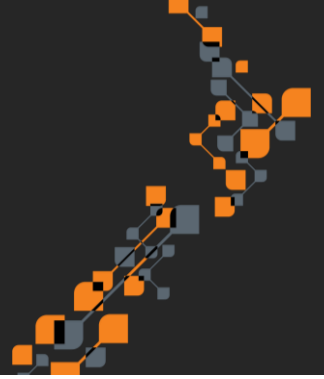


Cardinal



“ New Zealand’s first fully automated 3PL warehouse — Cardinal’s ‘Perfect Pallet’ project at Drury, orchestrated by Interlogic MultiPick[®].



Cardinal is a Kiwi-owned Food & Grocery third-party logistics operator headquartered in Auckland, running MultiPick[®] across all of its sites. Cardinal set out to be world class — bringing proven global automation home. The result is ‘Perfect Pallet’: the country’s first fully automated 3PL warehouse, a 115,000-pallet facility at Drury with goods-to-person picking, orchestrated on Interlogic MultiPick[®].

New Zealand’s first fully automated 3PL warehouse: 115,000 pallets, goods-to-person picking, and a 400% lift in order-processing speed and accuracy.

The challenge

Three stretched years drove grocery costs up and service levels down right across the sector. For a 3PL handling volatile intra-day volumes for 45 customers, the pressure is relentless — quiet Mondays, massive Tuesdays, supermarket expectations, and a day of bad traffic can have real consequences.

Brendon Furness, Cardinal’s CEO, knows the stakes:

“There is such variety and volatility in the intra-day week — it’s very hard to manage. You don’t get a pat on the back for a good day, but you get slapped for a bad day.”

Add human error and the OH&S pressures of a manual operation, and the case for change was clear. To be truly world class, Cardinal set out to bring proven global automation to New Zealand — even though, as Furness puts it, they were ‘a long way at the bottom of the earth’ and knew they had to do it differently.

A courageous project

Automation on this scale is not common globally, and leading it from the bottom of the world meant taking greater control of the IT, the systems and the engineering. Cardinal brought Interlogic in at the design phase — embedded alongside the equipment engineers and Cardinal’s own key staff, analysing the data and treating the build as their own.

“Interlogic are a deep and intimate partner — guys that are prepared to jump on the trucks, jump in the forklifts, and walk with us alongside the robots so they walk in our shoes.”

The relationship works because of continuity on both sides: the same people, developers and analysts across years. That trust is what makes the hard calls possible.

“Having someone in our lives, pre-automation and post, who is prepared to challenge you, push you and say no — that mattered as much as the technology.”

The ‘Perfect Pallet’

‘The perfect pallet’ is a phrase Cardinal coined with Interlogic well before automation — picking product by weight, which was industry-leading at the time. It became an internal mantra: to have a better day, across warehousing, trucking, containers and finance. Automation was the next step in that pursuit.

The result is New Zealand’s first fully automated 3PL warehouse at Drury in Auckland — a 115,000-pallet facility with state-of-the-art goods-to-person picking, material handling by Daifuku Oceania, and MultiPick[®] orchestrating it all.

The outcomes

The automated site delivers a 400% increase in order-processing speed and accuracy, with automation designing out human error. But the CEO is just as quick to point to the human dividend.

“There’s a huge OH&S risk — automation takes that out of the game. And there’s a mental-health factor in dealing with an intra-day crisis. It was a real circuit breaker for us.”

It has changed the customer conversation, too. In a cost-of-living crisis, taking out the human volatility means more stable commercials and the confidence to hold the line with the supermarkets.

“We operate in food — that’s our currency, it’s on the shelf. Security of supply, resilience, commercial certainty: automation gives us confidence in what we do.”

Cardinal counts three benefits above all:

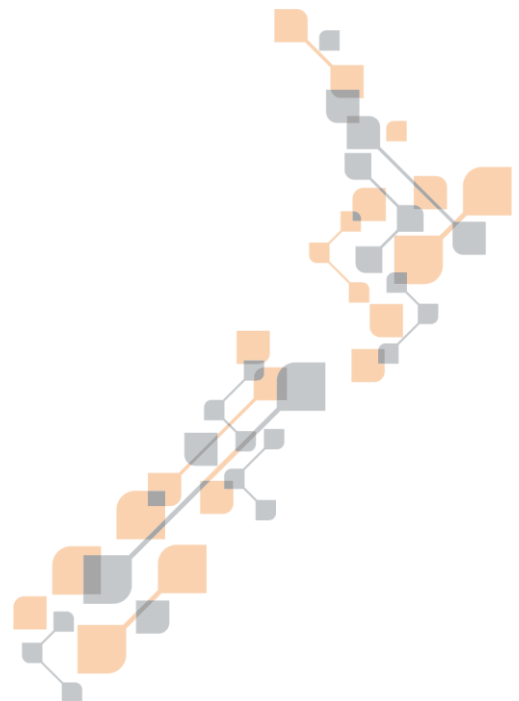
- The Staff — automation takes the strain and stress out of workers' lives, and makes their managers' jobs easier.
- The Customers — allows stronger relationships with their customers end customers, the supermarkets, with fewer calls, queries and claims.
- The Country — As a Kiwi-owned business, like Interlogic, they want play a small part in bringing the cost of living down.

What's next

The biggest unexpected by-product of the MultiPick® project is the ability to work more closely with the retailers — the customers of Cardinal's customers. Cardinal now uses MultiPick® to build multi-supplier, aisle-ready pallets for individual retailer stores, letting them cross-dock and bypass their own distribution centres. That cuts cost, reduces stock-holding, and hands shelf-stackers an accurate pallet to start from.

"We think this IP we've evolved with Interlogic is transportable anywhere around the world."

With New Zealand's infrastructure deficit front of mind, the partners are already looking at the next project at scale — and new. This is an exciting time for the partnership between Cardinal and Interlogic.



Interlogic designs logistics execution systems that combine its MultiPick® warehouse management software with technology, automation and advanced materials handling equipment. The company blends warehousing know-how with practical innovation to deliver measurable operational savings, and supports customers directly from design, build and ongoing. Interlogic works with businesses large and small across New Zealand & Australia.

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