



## PetFlow

Customer: **PetFlow**

Industry: **Subscription Commerce**

Location: **New York City, NY. (Headquarters); Cranbury, NJ. (Owned Distribution Center) and Las Vegas, Nev. (3PL)**

Warehouse size: **65,000 ft<sup>2</sup> (NJ); 130,000 ft<sup>2</sup> (Nev)**

Operation: **Order fulfillment**

No. of users: **35**

Length of implementation: **6 weeks**

Integration requirements: **Proprietary website software, ERP and in-house systems**

## Background

**PetFlow was founded in 2010 with one thing in mind: to make it easier for pet parents everywhere to get the highest quality foods at great prices.**

The subscription commerce retailer carries nearly 300 brands of the finest pet food, treats and more. It ships these items directly to shoppers' doorsteps, either as a one-off or through a convenient subscription commerce model based on an auto-ship delivery schedule. Most of PetFlow's customers opt for the subscription service and are set up on custom schedules with order fulfillment interval options ranging between two and sixteen weeks based on customer preference.

Headquartered in New York, PetFlow has two distribution centers located in New Jersey and Nevada. It owns the New

Jersey distribution center and contracts with a 3PL in Nevada. Having distribution centers on both coasts enables PetFlow to quickly and efficiently service customers across the U.S. Both centers operate on SnapFulfil's cloud-based warehouse management system (WMS).

PetFlow has used the SnapFulfil cloud WMS since 2011 to ensure efficiency and accuracy throughout its order fulfillment processes. The solution grew in importance in 2017, when Phillips Pet Food and Supplies acquired PetFlow. SnapFulfil rose to the challenge of helping Phillips seamlessly leverage PetFlow's SKU base to deliver an "endless aisle" option.

Through Phillips and PetFlow, customers now have access to thousands of additional products provided by their local brick-and-mortar retailer that otherwise couldn't fit in the store.

## The challenge

Prior to using SnapFulfil, PetFlow relied on a 3PL to manage its entire fulfillment operation. However, when the company experienced an explosion of growth – sales increased 10 percent monthly – its 3PL partner could not keep up and the ball began to drop on quality and customer service.

Looking to rectify these issues quickly, and lower costs too, PetFlow decided to take order fulfillment in-house, procuring its own warehouse in New Jersey and embarking on a search for the right cloud-based WMS.

PetFlow needed affordable warehouse management software that would be flexible in terms of customization to handle expansion down the road. It also needed a WMS provider that could seamlessly integrate with its proprietary website software, its ERP system and transition its existing manual processes – like a home-grown, Google Doc driven inventory management system – into one structured platform.

Ease of use and support were also key factors in PetFlow's WMS vetting process. It needed a WMS solution that was intuitive and backed by a team of warehouse management experts.

*"Implementing a WMS can be daunting, but SnapFulfil's interface is very intuitive and easy to walk through."*

*"We have had a very easy time onboarding our new employees because of the user-friendly interface design on the RF devices and the pack stations."*

**Bryan Abbott, Industrial Engineer**

## The solution

Presented with a blank canvas, the SnapFulfil team was charged with transforming PetFlow's newly acquired, empty warehouse into a highly optimized distribution center.

SnapFulfil's implementation team recommended a basic warehouse layout and flow, which could allow for more complexity through configuration of the system's rules as PetFlow became more comfortable with the warehouse management system.

Within six weeks, all of PetFlow's manual order fulfillment processes were transitioned to SnapFulfil. Its proprietary system and ERP were also successfully integrated. This meant PetFlow employees could access critical order fulfillment information in real-time from a central application.

Because of SnapFulfil's intuitive interface and RF dialogues, employee training only took three days.



## The benefits

PetFlow's active SKUs have more than doubled to 10,000, it is shipping orders nationwide and competing against the likes of Chewy.com and Amazon's pet e-commerce site Wag. All the while, the SnapFulfil cloud WMS has stayed a steadfast staple of PetFlow's warehouse, working to ensure order fulfillment processes continued to perform at the highest level through the company's growth.

One area where SnapFulfil has been critical to PetFlow is inventory management. Through SnapFulfil, PetFlow has established a replenishment system to prevent inefficient picking from higher locations in its warehouse, which are up to 30 ft. SnapFulfil tracks and monitors inventory levels of fast-moving products and assigns a task when more inventory needs to be moved from higher shelves to the warehouse floor. SnapFulfil also helps PetFlow know when to increase the batch size of a pick assignment based on the height of the pick tasks.

Additionally, SnapFulfil helps PetFlow maintain a high level of customer service through workflow prioritization. In the event of an order delay or replacement order, the WMS gives PetFlow the ability to expedite exception work – prioritizing at the shipment level and assigning specific orders to specific operators.

After being acquired by Phillips Pet Food & Supplies in 2017, PetFlow looked to leverage additional SnapFulfil functionalities. With orders coming in from pet stores across the country, SnapFulfil helps route Phillips-related orders separately. All PetFlow branding is removed from boxes and SnapFulfil can dynamically change the return address on shipping labels, allowing all orders to appear as if they've come from the Phillips customer directly. With SnapFulfil's flexible business rules, PetFlow can route different ship classes to different pack stations, where additional branding can be added after the box is packed.

## Current projects

In late 2018/early 2019, SnapFulfil assisted PetFlow in re-evaluating additional processes. Pick paths weren't as efficient as they could be, and putaway became a challenge, as there was nothing to limit the number of units the system tried to assign to a location – and PetFlow had no ability to ask for alternate locations. PetFlow also continued to rely on paper-based processes to track cycle counts and replenishment.

Post-evaluation enhancements to the SnapFulfil WMS have driven greater efficiency throughout PetFlow's operation. PetFlow completed a mass update of forward pick locations, SKUs, and mins and maxs, ensuring items that warrant a forward pick location have one in a logical position. SnapFulfil helped PetFlow optimize pick paths and batching logic, minimizing travel distance on each route. It also implemented putaway logic, allowing PetFlow to see optimal slots based on a set of given criteria and to ask for alternate locations.

Finally, PetFlow has moved more of its operations away from paper, completing its replenishment and auditing tasks using an RF gun. Consequently, operations are now more accurate and faster, and PetFlow can more easily ensure SKUs are all counted the appropriate amount.

## Looking ahead

PetFlow has a number of upcoming projects with SnapFulfil. The WMS is currently developing a way for PetFlow to send a message to pack stations based on the order type, telling a packer to put a certain insert or promotional material into a specific order. This enhancement allows PetFlow to more tightly target their marketing efforts and provide greater value for customers.

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