Case Study | 3P Logistics

3P Logistics invests in the future with ASG Services and Wigan Storage Systems

Single racking and labelling solution helps streamline new site.

Since its initial humble beginnings in 2006, leading third party logistics firm 3P Logistics (3PL) has firmly established itself as one of the UK's leading providers of eCommerce and order fulfilment services to manufacturers and online retailers trading via well-known channels such as ebay and Amazon.

3PL's experienced employees have enabled the company to grow rapidly, and it was founder and managing director Ian Walker's vision to ensure the third party logistics provider is now a business that can fulfil its slogan of 'Pride Passion Partnership'.

Ian's background as general manager of logistics company Wincanton meant he provided the expertise to help 3P Logistics secure its first ecommerce customer in 2008, and boost customer numbers to nearly 40, with a peak rise during high seasons such as Christmas.

Following a strong 30% year-on-year growth since its set-up, 3P Logistics is attracting new customers each month. This on-going growth meant the company recently expanded its facilities in January 2014 to include a newly refurbished 75,000 sq ft warehouse in Ashton-in-Makerfield, Wigan, containing more than 3,000,000 units and 20,000 product lines. Prior to moving to the new facilities, 3PL operated from three separate sites in Warrington, and managed to relocate with minimal disruption in just four weeks.

The move to larger facilities meant an investment in new racking and shelving to ensure any future operational expansion needs would be met. With this in mind, managing director Ian Walker turned to specialist storage and racking solutions provider Wigan Storage Systems Limited, for advice.

asg SERVICES

> *"It was clear from the outset that ASG Services understood our requirement to invest in a solution that meets our needs both now and in the future."*

Ian Walker | Managing Director - 3P Logistics

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Problem

With different label solutions spread over the three old sites, the new warehouse needed a coherent storage and stock location labelling system that was simple to use and easy to install.

In order to achieve the objective of having a main labelling solution at a single site, Ian knew that choosing the right storage system was imperative to helping successfully manage stock and create flexibility for the future. Investment from the outset in colour coded barcode location labelling system was key to consistent scanning and accurate stock put away and retrieval.

Solution

3P Logistics approached Wigan Storage directly, who provided new racking and helped devise a warehouse numbering sequence to maximise picking efficiency, allowing for future additional storage needs.

After consultation with Adam Chivers from Wigan Storage, Ian chose specialist ASG Services which, combined with Wigan Storage racking, would give picking consistency regardless of the racking colour thanks to a sophisticated interaction between the label picker and a specialist IT system.

Outcome

Ian Walker, managing director of 3P Logistics was extremely pleased with the services ASG provided: *"It was clear from the outset that ASG Services understood our requirement to invest in a solution that meets our needs both now and in the future."*

He was also impressed with how confidently ASG took responsibility from the outset, through installation to completion, and felt confident in their recommendations. *"I have no hesitation in recommending Silverback PO+ and ASG Services and look forward to working with them again as we expand,"* he concluded.

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