

# SUFIX FISHING NORTH AMERICA, INC. CASE STUDY



Sufix Fishing is a world leader in monofilament extrusion. The exceptional performance of their monofilament fishing lines has been well documented for 35 years and continues to be supported by testimonials from charter captains and tournament champions.

Sufix has embarked on a new chapter in its global business plan. Already, Sufix is among the top brands in 64 countries, and the company's focus is now on the U.S. market. To better serve this growing market, Sufix Fishing North America was formed and a new distribution center was opened in Greensboro, NC.

The new DC supports a variety of channel partners from specialty tackle shops to large retailers such as Cabela's, Bass Pro Shops, Wal-Mart and Dick's Sporting Goods. The goal in establishing the DC was to provide state-of-the-art automated order fulfillment for customers both large and small. This included wireless (and paperless) order picking, automated generation of UCC labels and packing slips, carrier compliance labeling and EDI ASN notifications.

Sufix selected the **QuickPick®** WMS application combined with the Kewill Clippership shipping system to automate the order fulfillment process. The WMS is interfaced to both their host ERP system (Southware) and their EDI provider (True Commerce). All data exchange is performed electronically, eliminating the need to manually key enter data.

The bulk of the customer orders are received via EDI and are imported directly into Sufix's ERP system. Once the orders are confirmed and released by customer service, they are visible in WMS and added to the queue of orders available to the warehouse. The warehouse supervisor reviews the open orders and can electronically assign them to a specific operator.

*"It's been a pleasure working with IVS on this project. Your honesty and willingness to work with us was one of the key reasons we went with your proposal. Net, net; I would recommend IVS to other businesses in a heart beat!"*

**- Guy E. Colton, VP, General Manager, Sufix Fishing**

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SHINING THE LIGHT ON TECHNOLOGY



*“The system has greatly increased our ability to service our customers.”*

**- Jay M. Bunting, Jr., Director of Sales, Sufix Fishing**

The operator is guided through the picking process in bin sequence and follows the location information displayed on his LXE mobile terminal. As each product is verified and picked, it is scanned directly into the shipping container which has been labeled with a unique pre-printed Container ID number. In this way, carton level detail is collected which is used to meet their customers' UCC labeling and EDI requirements.

Since the orders are picked directly into the shipping cartons, they are ready to process for shipment as soon as the operator completes the pick. The carton is placed on a scale and the unique Carton ID is scanned. The WMS instructs Clippership which carrier to use, the Ship To address for this order and the weight of the carton. The package is rated, a tracking number is assigned and the required shipping labels (carrier compliant and UCC) and packing slip are printed and applied. The shipping information is stored in WMS for easy accessibility.

Knowing which items and how many of them are in each carton has many benefits. It facilitates calculating an expected weight for the box which can be compared to the actual weight, reducing the number of shipping errors. When a CSR does get an inquiry regarding a shipment, they can tell the customer which carton the item was packed in, what other items were in the same carton and the tracking number and delivery status of the carton.

Looking forward, Sufix Fishing has aggressive plans to expand their market share and increase their customer base. The **QuickPick®** WMS was designed to support customers as they grow and expand, making it an excellent choice to help them achieve their goals and meet their customer's requirements.

## About Integrated Visual Systems

Integrated Visual System's sole focus is to deliver world class solutions to meet our clients automated data collection (ADC) requirements. To meet these specific requirements, we maintain a full development staff in-house. Both standard packages and custom designed applications are written and supported.

IVS provides a resource for companies who wish to implement integrated WMS systems without the expense of having a specialist on staff. With our years of experience in the design, installation, and support of WMS systems, we can help companies realize the full potential of the data collection equipment available on the market today and in the future. IVS supports WMS systems in a variety of industries including distribution, manufacturing, textiles, apparel and furniture.



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