

# SUCCESS-STORY EPG | LFS

## MORE SERVICE FOR PAUL MITCHELL WITH PICK-BY-VOICE

Warehouse Management by EPG







At the hair stylist, every move of the hand must be right – same is true of the order picking of the high-quality styling products of the Paul Mitchell brand: To noticeably reduce the high time and effort required for error-free, paper-based order picking and enable an even faster processing of the incoming stylist product purchase orders, logistics service Wonderworxx GmbH was commissioned with order picking by German sales company Wild in June 2011. Instead of paper lists, employees now use voice-directed warehousing, i.e., “Pick-by-Voice.” For this purpose, Wonderworxx GmbH relies on the Pick Manager software solution of Ehrhardt Partner Group (EPG), six voice devices and two Put-to-Light trolleys. The 250 orders per day on average with 25 to 30 items are now processed up to 20 percent faster.



Purchase orders received by 3:00 pm in the Semiramis materials management system of logistics service provider Wonderworxx are guaranteed to be sent on the same day.

Despite the sometimes very short time period up to handover to the parcel service, an extremely low error rate in the preparation of fine styling products has a very high priority. “When we were still picking orders with paper lists, we could guarantee a low error rate only by inspecting every shipment several times,” says Michael Ahl, Managing Director of Wonderworxx GmbH. In addition, Wonderworxx wants to continue to operate its warehouse with 3,200 pallet spaces using its existing crew of 15 employees despite narrow delivery deadlines and increasing throughput numbers. It was quickly clear that this would be possible only with more efficient processes such as path-optimized order picking.

# SUPPLIER SELECTION

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“We obtained intensive information at LogiMAT about the possibilities of using Pick-by-Voice together with our Semiramis materials management system,” Ahl remembers. In the process, the logistics service provider was looking for a compact software solution, if possible, as they currently had no need for a complex warehouse management system. Ultimately, the people responsible at Wonderworxx found out about two solutions.

“We finally selected the Pick Manager of EPG since the standard version of this solution already ideally covers our individual requirements, Ahl reports. “Integration into Semiramis was also possible without a problem.” In addition the coordinated complete package of the Pick Manager software and the hardware of EPG also persuaded him. An additional advantage for Ahl: “If the introduction of a complete warehouse management system should become necessary in the medium term, however, Pick Manager can be easily expanded to EPG | LFS, our warehouse management system,” Marco Ehrhardt, Chairman of EPG, explains.



## WILD BEAUTY AG

**COMPANY  
HEADQUARTERS IN  
SEEHEIM-JUGENHEIM,  
GERMANY**

**FOUNDED IN 1995**

**EXCLUSIVE DISTRIBUTOR  
OF PAUL MITCHELL  
PRODUCTS TO MORE THAN  
3,200 HAIRDRESSERS**

**ANNUAL REVENUE OF  
28 MILLION EURO**

“Through the introduction of Pick Manager, we can reduce our previously low error rate to almost zero.”

Michael Ahl,  
Managing Director of Wonderworxx GmbH

# OPTIMIZED PROCESSES

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At Wonderworxx GmbH, Pick Manager was set up on Windows, and the necessary data is managed in the external Oracle database of Semiramis. With the introduction of Pick Manager, the order picking procedure has fundamentally changed. The warehouse employees now receive voice instructions from the pick manager via the voice device as to which storage compartment they should go to next and how many items they should pick from there. After that, Pick Manager guides them to the shortest route through the warehouse. The lightweight voice device is attached to the order picker's belt so that he or she has both hands free for the safe removal of the required articles. Once they reach the compartment, they confirm both the compartment and the removal of the articles through corresponding check digits and removal quantities. In this manner, faulty order picking is practically impossible.

“Through the introduction of Pick Manager, we can reduce our previously low error rate to almost zero,” Ahl reports. The considerable effort for additional inspections is no longer required. Before, each shipment had to be inspected for completeness and the correct assembly both visually and using scales. Even longer delays in supply management are a thing of the past since the introduction of Pick Manager: If an employee finds an empty storage compartment during order picking, he or she just speaks the “Supply!” command into the headset. Pick Manager then triggers the printout of a supply document in the warehouse activity monitor so that the supply can be required through the Semiramis materials management system.

# PUT-TO-LIGHT TROLLEYS

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The use of two trolleys with compartment lighting of EPG provides additional process optimizations. They enable so-called multi-order picking, the simultaneous picking of several orders. While the order picker is voice-guided to the desired removal station, an LED indicator lights up on the picking trolley on the compartment into which the picked goods should be deposited. In addition, the compartment is also illuminated by an LED spotlight. In the process, the Put-to-Light system on the trolley is also controlled by Pick Manager via WLAN. In this way, the respective employee can work up to nine orders in parallel.

In the case of this investment, as well, the reduction of the error rate and faster order picking were in the foreground for Managing Director Michael Ahl. "In total, we have achieved a time savings from 15 to 20 percent," Ahl reports. With the additional capacities that arise in this manner, the logistics service provider is excellent prepared for future, positive business developments and can react more flexibly than before during peak times.



# COMPANY PROFILE

## EPG – Smarter Connected Logistics

EPG is one of the leading international providers of comprehensive Supply Chain Execution Suite (SES) and employs 700 people at 19 locations worldwide. The company supplies its more than 1,500 customers with WMS, WCS, WFM, TMS and voice solutions to optimise logistics processes – from manual to fully automated logistics environments. EPG solutions

cover the entire supply chain, from warehouse and road to ground and cargo handling solutions at airports. EPG's comprehensive portfolio of solutions is complemented by logistics consulting, cloud services and managed services, as well as logistics training courses at the company's own academy.



## EPG IN NUMBERS



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ON ALL CONTINENTS WORLDWIDE



**700**  
**EMPLOYEES AT**  
**19 LOCATIONS**  
**WORLDWIDE**

OUR SOLUTIONS  
ARE AVAILABLE IN  
**50+ LANGUAGES**



  
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**AND SECOND LARGEST**  
**VOICE SOLUTION IN THE WORLD**

**30+ YEARS**  
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**TOP 5**  
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