



# Market America

## CUSTOMER CASE STUDY

Direct Selling Order Fulfillment

LP Pick-to-Light Solution

**marketamerica**

**Built on Product. Powered by People.**

“Before implementing the Pick-to-Light system we had 128 employees working two shifts in our DC. At that time we had a maximum daily output of 6,000 packages a day.

After installing Lightning Pick we have a maximum daily output of 8,000 to 9,000 packages a day, with half the staff.

We’ve more than doubled productivity, and we are saving somewhere in the neighborhood of \$1.5 million in labor”.

Chad Sullivan  
*Director of Distribution*  
Market America



### Company Profile

**Market America** is an e-commerce business that sells the latest cutting edge products. Called the mall without walls, they sell everything from nutritional supplements to cosmetics and household cleaners. Market America provides the highest quality market-driven products to consumers through their unique and innovative UnFranchise® system, through more than 100,000 distributors worldwide.

### The Challenge

Market America relies on a network of more than 100,000 independent distributors in the U.S., Canada, and Australia. Among the company’s products are vitamins, cosmetics, automotive products, and cleaning products — more than 1,500 SKUs. Most distributors place their orders via Market America’s Website.

From the company’s founding in 1992 until 2000, it used a paper picking system. As the company experienced rapid growth, more and more labor was needed to accommodate the rising order volume.

### The Solution

In July of 2000, Market America elected to install a pick-to-light system from **Lightning Pick Technologies** (Germantown, WI – phone: 262-251-2100, [www.lightningpick.com](http://www.lightningpick.com)) for both the high and low volume areas of their Greensboro, NC personal products distribution center.

### The Lightning Pick Advantage

The LP Pick® solution immediately gave Market America greater overall control of their fulfillment process. Whether it’s canceling an order on the fly or looking up order characteristics, everything is done in a fraction of the time a paper-based system could provide. What once took 20 minutes of searching can be done in seconds.

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## LP advantages

“Lightning Pick eliminated many of the staffing and training headaches common to distribution centers. Turnover has dropped to just 5%, and training new staff generally takes only three days as opposed to the month it took before we adopted Lightning Pick”.

Pick-to-Light has made the whole process easier. My employees tell me, ‘This is the easiest warehouse job I’ve ever had. There’s no stress.’”

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## The Lightning Pick Advantage (continued from Page 1)

Chad Sullivan, Director of Distribution for Market America, has only good things to say about his company’s conversion from a paper picking system to pick-to-light technology.

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Besides the significant labor savings, Lightning Pick’s light-directed method provided big benefits in other areas as well. There was a substantial gain in order quality, and another bonus regarding Market’s picking staff.

“With the pick to light we have had a 50% increase in accuracy, and less employee turnover from the overall ease of use”.

Chad continues, “Lightning Pick eliminated many of the staffing and training headaches common to distribution centers. Turnover has dropped to just 5%, and training new staff generally takes only three days as opposed to the month it took before we adopted Lightning Pick”.

Since installing LP Pick, Market America’s sales have grown by the double digits most years, but Sullivan says he has “not had to hire one employee in the distribution center.”

“Pick-to-light has made the whole process easier,” says Sullivan.

“My employees tell me, ‘This is the easiest warehouse job I’ve ever had. There’s no stress.’”

*DONE RIGHT. AT THE SPEED OF LIGHT.*

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