

## Current, Inc.

### CUSTOMER CASE STUDY

Catalog Order Fulfillment

LP Pick-to-Light Solution

LP Convey (Container Routing) Solution



#### Company Profile

Founded in the 1950s, **Current Inc.** is the largest direct-mail marketer of paper products, gifts and home decorating items in America. Their catalogs are filled with exclusively designed products including stationary, gift-wrapping and address labels.

Based in Colorado Springs CO, Current Inc. also owns the Current Fund-raiser company, Times to Cherish scrapbooking products and Paper Direct.

#### The Challenge

In 2000, Current, Inc 's rapid growth presented two clear objectives: First, add pick-to-light and a container routing system to improve overall productivity within order fulfillment. Second, and equally importantly, reduce errors and improve their order picking quality to provide the best customer service possible.

#### The Solution

In 2001, Current Inc. selected solutions from Lightning Pick Technologies to enhance orders at its Colorado Springs, CO distribution center. **LP Pick**® was installed in over 1,700 fast moving product locations on their flow rack system. The new Pick-to-Light solution was also installed in the bin shelving area used to pick slow moving items.

In many high-performance picking operations how the cartons or totes get to the pick areas can be just as important as the pick process itself. To streamline this process, Current selected the **LP Convey**® system for faster, more intelligent container routing. LP Convey makes use of data within the Lightning Pick database to understand the container routing requirements. The system integrates with conveyor control programmable logic controllers (PLCs) and the conveyor mounted bar code readers over an Ethernet network to identify and divert containers into required pick areas.

**Current**  
Where Staying in Touch is Affordable & Fun®

“We used to average 400 cartons per hour during our peak season.

With the Pick-to-Light solution from Lightning Pick, we routinely average over 1400 cartons per hour during peak hour rates.

The Lightning Pick solution has dramatically compressed our order cycle times, and doubled the number of cartons we are processing per hour”.

Keith Lee  
*Manager of Order Fulfillment*  
Current Inc.



### One Million Error-Free Picks

One individual Current associate merits special recognition for his accomplishments.

Mr. Randy Kunath has been a member of the the order fulfillment group since September 10, 2002. During a 2004 tracking period (4/15/03 – 7/27/04), he successfully picked nearly **1,000,000 consecutive orders without incurring an error.**

The Lightning Pick Hall of Fame is a program that recognizes outstanding or innovative accomplishments within our user community. In 2005, Lightning Pick was proud to induct Randy as our first inductee into the LP Hall of Fame.

### The Lightning Pick Advantage

The Current, Inc order fulfillment team has collectively accomplished impressive productivity and accuracy results since the initial installation.

Average carton per hour throughout has increased from 400-500 cartons per hour to peak hour rates approaching 1600 cartons per hour.

QC rates have fallen from 13.6% to nearly 1.5%.

Since then, Current, Inc has successfully improved its order fulfillment operations, managed its own 1000 light module system expansion for their PZ Merge, and significantly exceeded its “return on investment” goal on a large capital investment warehousing project.

The entire Current team shares in this success. The managers, supervisors and associates together continue to effectively utilize Lightning Pick in new and creative ways to handle increased volumes.

### About Lightning Pick Technologies

Lightning Pick Technologies is a leading provider of light-directed and advanced technology-based order fulfillment systems. For over 25 years, we have developed innovative solutions for world-class companies across a broad range of industries, setting new standards for productivity, efficiency, accuracy and customer satisfaction.



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