



513.769.4546 | www.acutek-automation.cc

CLIENT CASE STUDY

CUSTOMER

Customer is a packaging & logistics management provider specializing in custom gift card packaging solutions for multinational clients and a myriad of partner retail outlets.

CHALLENGE

Client was key packaging & gift card logistics provider for a large, multinational company offering more than ten million units per year to more than 10,000 retailers across the United States. Client was charged to develop, coordinate, and automate a custom packaging & logistics process to invent and implement an automated process to package, track & monitor fulfillment, and seamlessly interface gift card inventory & activation with retailer specifications all while offering realtime data throughout every step of the process.

SOLUTION

The Client approached Acutek to create an automated solution that satisfy and exceed their objectives and offer continuous, around-the-clock support and oversight. Acutek developed an efficient and scalable automated, 12-step process operated from a series of controls to manage the packaging, tracking, fulfillment, and activation needs of the company's client and their partner retailers. The systems were designed to provide:

- Automated packaging process for uniquely packaged combination products
- Gift card inventory management & visual tracking process utilizing visual scanners and mag-stripe reading technology
- Data control & management of automation process and machine levels from local and remote operator stations
- Creation of inventory database including supply & installation of all hardware and software
- Control of data transmissions & reporting between client, retailers, and third-party providers

RESULTS

Customer was able to meet and exceed volume benchmarks for multinational client, moving from zero production to annual output of ten million packages of controlled data with 100% product traceability.