

Solve Your eCommerce Distribution Puzzle

Maintaining separate fulfillment models for eCommerce and retail channels may lead to inventory mismanagement. At the advent of online shopping, companies modified their existing materials handling systems or relied on their catalog fulfillment systems to handle internet orders. While this strategy is effective in the short term, increased demand for direct fulfillment continues to strain productivity and accuracy. Growing confidence in online security coupled with free shipping offers, discounts, daily deals and flash sales, have enabled retailers to attract more and more online buyers, thereby stimulating growth. The estimated 1.8 billion mobile web devices such as smart phones and tablets contribute to the already burgeoning demand for online shopping. In a recent survey, 98% of tablet owners indicated they will use their tablets to make online purchases this year.

Clearly eCommerce is here to stay.

Companies continue to seek solutions to the issues brought on by increased eCommerce. Retail, wholesale, and direct fulfillment are the biggest pieces in today's distribution puzzle. Wynright's Paul Deveikis and Clint Lasher discuss proven strategies which help put those pieces together, resulting in a successful co-existence for multi-channel fulfillment. [Click here for the full story.](#)



As featured in *Material Handling & Logistics*



HYBRID™ Picking

Wynright is pleased to announce the introduction of an innovative hybrid materials handling system for warehouse/distribution center fulfillment. This revolutionary design (patent pending) combines lights and voice, into a seamless, highly productive picking experience. HYBRID™ provides the user with a visual representation of required product, followed by structured voice instructions to complete the pick.

The HYBRID System was designed to maximize the speed of information delivery to each user interacting with it. Furthermore, the Hybrid System maximizes the quality of the work accomplished and the quality of the picking data relayed back to the warehouse management system (WMS). [Read the complete story here.](#)



As featured in *DC Velocity*

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ABOUT WYNRIGHT

Wynright Corporation is the nation's leading independent, U.S.-based provider of intelligent material handling systems.

Since its founding in 1972, Wynright has been a trusted partner to some of the world's largest and fastest-growing companies, showing them how to use their space more efficiently to deliver improved productivity, today and tomorrow.

For more information on our services, technology and product portfolio, please visit: www.wynright.com

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