

CASE STUDY

Challenge

- ★ Current warehouse processes and systems stalling growth

Solution

- ★ Upgrade People, Process and Technology

Results

- ★ Increased order storage and processing capacity by 125%
- ★ Ability to distribute 100 million basic essential during the Covid-19 pandemic

Baby2Baby Upgrades Their Operations to Handle a 500% Increase in Demand

Opportunity

Baby2Baby is a nonprofit that provides children living in poverty with diapers, clothing and other necessities. The organization experienced a 500% increase in demand for diapers during the 2nd year of the pandemic in 2021. Their existing warehouse was over capacity and they needed to upgrade their People, Process and Technology to be able to serve and support the additional families in need of assistance.

Challenge

Operating a warehouse above capacity with outdated systems can pose challenges, especially with the complex operational model needed to manage unforeseen and disorganized inbound product donations like Baby2Baby's. With a tremendous increase in demand during the Covid-19 pandemic, we needed to upgrade all aspects of their operations with minimal disruption to life-saving outbound donations.



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CASE STUDY

Increase in children served in
2021

500%

Essentials distributed to families
in need during COVID-19

100 million

"Blueprint was a true partner during this project. They're knowledge and professionalism was second to none."

- Michael Bourjaily, Head of
Warehouse Operations

Solution

We helped Baby2Baby hire a warehouse director who had experience running larger operations teams. We launched a second 40k sq ft distribution center that added over 2x storage capacity and order throughput. We upgraded their warehouse management system (WMS) to DEAR Systems, allowing them to handle additional complexity and volume of a second location. And finally, we authored an extensive standard operating procedure (SOP) document that became their go-to guide for implementing new and improved best practices.

Results

Storage and order processing capacity increased over 125% allowing Baby2Baby to distribute over 100 million essentials during the Covid-19 pandemic.

About Blueprint Partners

We're former startup operators with deep experience in logistics, order fulfillment, warehousing, supply chain and inventory control. We've helped multiple high-growth consumer brands locate capable fulfillment partners, optimize warehouse efficiency, upgrade operations technologies and improve overall operating performance.



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