

CASE STUDY

E-Commerce Retail Fulfillment



CHALLENGE

McDonald Paper & Restaurant Supplies is a midsize wholesale and e-commerce retailer based in Brooklyn, New York. By the beginning of 2020, the company faced a significant challenge due to the surge in online sales volume. Moreover, the COVID-19 pandemic made it difficult for them to hire additional staff. As a result, their teams were overworked, and the demand for their products continued to increase rapidly. As a result, they recognized the need for an automation solution to meet the market demand while maintaining their high standards of quality and service.

SOLUTION

To address their challenges, McDonald Paper constructed a new greenfield warehouse in Philadelphia and turned to robotic automation as a critical solution to help them scale efficiently. Working closely with Prime Robotics, they analyzed their key processes, reviewed operational data, and selected the Prime Robotics Goods-To-Person (G2P) MobileShelf and pick station solution.

RESULT

McDonald Paper has experienced significant and immediate ROI with their new facility and robotic automation solution. They could now fulfill up to 1,000 orders per day, thanks to the addition of more Prime Robotics pick stations and the use of Prime Support Services to optimize their system further. McDonald Paper and Prime Robotics have developed a close partnership and implemented a second fleet of robots in late 2021 to help scale their operations to 3,000 orders per day. This implementation includes Prime's shelf and pallet-moving AMRs to integrate various G2P applications seamlessly. The Prime Robotics G2P solution has helped McDonald Paper save thousands of dollars each month while meeting the increasing demand from their customers.

CLIENT SNAPSHOT



- + Client: McDonald Paper
- + Location: Brooklyn, NY
- + Focus: E-Commerce Fulfillment
- + Solution: MobileShelf
- + Client Since: 2019



Just as the new warehouse opened up and I was turning on the Prime Robotics system, COVID-19 hit. Online sales went through the roof, and I had no way to hire additional labor. After two weeks, the automation system helped me scale from 0 to 1,000 orders per day. The cost and deployment were easy; it's hard to comprehend why I didn't make the transition years ago."

Eugene Khorosh
Founder & President, McDonald Paper