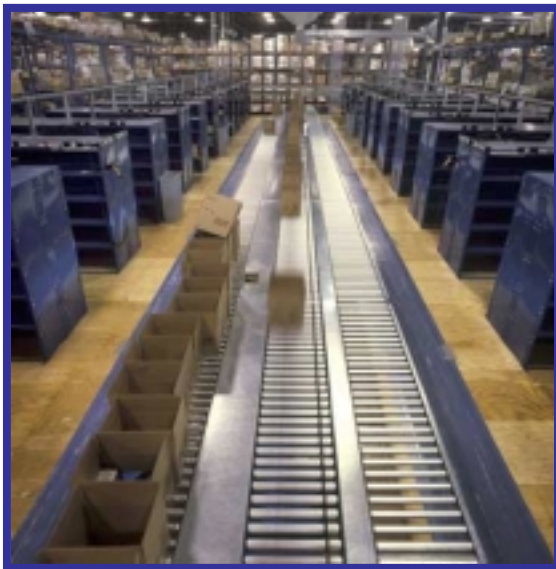


# SITE REPORT

*Elizabeth Arden*

## *Diamond DirectPick™ Lights Up Elizabeth Arden With Over 13,000 Pick Faces*



**CHALLENGE:** Elizabeth Arden, a major supplier of fragrances and beauty products, was facing serious change. After being purchased by another company, they needed to merge their 3 distribution centers into one facility and transform their entire distribution process into a streamlined operation.

**SOLUTION:** Elizabeth Arden selected Diamond Phoenix to provide a pick to light system for the expanded distribution center. With over 13,000 DirectPick™ pick faces, they are now able to meet the increased demand at the facility.

### **BENEFITS:**

- ◆ Increased productivity
- ◆ Improved accuracy
- ◆ Scalable solution positioned for growth



In 2001, Elizabeth Arden, a major supplier of fragrances and beauty products, was acquired by French Fragrance Inc. Not only did the merger bring together several disparate distribution systems, but the company was expecting serious growth within the next few years, both naturally and through a major acquisition.

In order to decrease costs and increase efficiency, the decision was made to consolidate their 3 distribution centers into their facility in Roanoke, Virginia; however, this required a serious expansion and complete overhaul of the distribution system.

Previously, Roanoke distributed to only 7,000 retail stores; it was now responsible for distribution to over 35,000 stores and regional warehouses. The facility was expanded by 135,000 square feet and was filled with a revamped material handling system.

Although Roanoke already had 3,000 pick faces in place, it was not enough to handle the additional activity. Diamond Phoenix was selected to provide a new pick to light system, which consists of 13,560 pick faces and is able to hold eight hours of inventory.

*“Our response to orders is so good now that we truly act as the backroom warehouse for stores. We have become an integral link in the supply chain of our customers.”*

Roy Drilon, Senior Vice President of Distribution  
Elizabeth Arden  
*Modern Materials Handling, August 2004*



The lower level of the facility includes pick to light systems on either side of a conveyor. Following the lights, which indicate both location and quantity, employees pick items into a carton, which is then placed on the conveyor when the pick is complete. The conveyor then moves the cartons to the second level of the pick module where slow movers are stored. Employees again use the lights to place the appropriate items into the cartons and then place them on the conveyor where they travel to the final packing station.

The DirectPick™ pick to light system has made a tremendous difference and allows Elizabeth Arden to handle the increased demands at the Roanoke facility; daily orders have increased 100% to 4,000 per day. DirectPick™ supports the changing demographics of Elizabeth Arden's orders. Instead of shipping periodically to regional warehouses and department stores, they now support store ready orders generated by point-of-sale data.

Headquartered in Lewiston, Maine, Diamond Phoenix has been providing innovative material handling solutions for companies like Elizabeth Arden since 1979. For more information on Diamond's high performance material handling systems and capabilities, please call **888-233-6796** or visit [www.diamondphoenix.com](http://www.diamondphoenix.com).

