Case Study: Saddle Creek Logistics and Psycho Bunny

3PL CASE STUDY

Overview & Challenge

Founded in 2005, Psycho Bunny originally sold its products primarily through department stores like Dillards, Nordstrom, and Bloomingdales. When Alan Brandman acquired full ownership of Psycho Bunny in 2021, he set out to transform it into an omnichannel company.

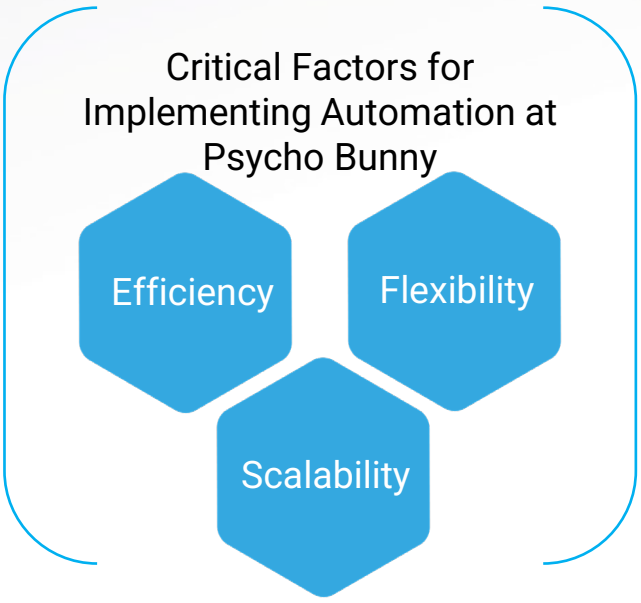
As the company's business model has evolved, so has the complexity of its fulfillment requirements. Improving efficiency, scalability, transit time, and cost were high priorities.

Recognizing a need to address those issues, Psycho Bunny turned to Saddle Creek Logistics Services to provide both ecommerce and retail fulfillment.

In 2022, they transitioned fulfillment operations to the 3PL's new 544,000-square-foot shared-space facility in Walton, Kentucky.

"We have opened nearly 100 stores in Canada and the U.S. within the last four years," said Catherine Brisebois, Chief Operating Officer (COO) at Psycho Bunny.

Saddle Creek supports Psycho Bunny's new store launches with dynamic, demand-based weekly store replenishment. With inventory and order volume rapidly exceeding the original operational footprint, the companies collaborated to refine the fulfillment solution to better support retail drops and replenishment.



Psycho Bunny Triples Productivity with Saddle Creek and LocusBots

3PL CASE STUDY

Results

With growing consumer demand, processing orders quickly and efficiently is critical. Saddle Creek utilizes a fleet of Locus autonomous mobile robots (AMRs), both Origin and Vector, to speed up cycle times for ecommerce orders.

The robots significantly reduce the time associates spend walking in the warehouse, allowing them to focus their energies on picking. As a result, productivity can double or even triple and, in turn, reduce labor costs.

"The robots make it easy to scale for spikes in order volume," said Jeremy Moore, Senior Director of Fulfillment Operations at Saddle Creek. "They are especially valuable during peak season when order volume increases by 200 to 400 percent, but they also help us handle fluctuations in daily order volume."

Locus Vector AMRs, which can support up to six large totes at once, are ideal for picking larger-quantity retail orders. Saddle Creek's warehouse execution system (WES) can group like orders together and wave them to the robots for additional efficiency.

In addition to supporting order picking, Saddle Creek began using the Vector robots for directed put-away. Loaded at the dock, they transport products to the aisles to be received into the pick face and then carry remaining products to bulk storage. The bots also handle replenishment.

"Deploying the bots with our new zone-based slotting system has proved to be a game changer," Moore explained. "Picking and packing productivity improvements far exceeded our expectations and resulted in significant throughput increases for both ecommerce and retail orders."

Results

2-3x Increase in productivity

200% Business growth

200-400% Peak order volume increases handled with ease