



CASE STUDY



ARIAT®

OVERVIEW

Challenge: The existing facility was set up to process retail store fulfillment with large order profiles.

However, COVID-19 accelerated the eCommerce growth, increasing the need to change the fulfillment processes.

Solution: Hy-Tek implemented a robotic order fulfillment solution that could handle a wide variety of order profiles.

Results: A flexible and scalable solution that increases picking rates for eCommerce, direct-to-consumer, and retail orders.



Hy-Tek
INTRALOGISTICS

IntraOne™
Enterprise Logistics Platform



BACKGROUND

Location: Fort Worth, Texas

Projects Implemented for Client: 1

Years Servicing Client: 1

Vertical: Retail / eCommerce

Ariat International is a footwear, apparel, and accessories brand for equestrian sports and other outdoor work and activities. The company has made great strides in footwear since its launch in 1993.

Similar to other industries and companies, the COVID-19 pandemic exposed the lack of flexibility in its fulfillment operations; The Pandemic drastically changed the company's order profiles and thus its fulfillment needs.

While Ariat is headquartered in Union City, California, the 1 million-square-foot distribution and fulfillment center is in Fort Worth, Texas.

CHALLENGE

The facility was set up to process retail store fulfillment and utilized batch picking into totes which were then sorted to the respective stores. COVID-19 accelerated Ariat's eCommerce business, drastically changing the typical order profile.

This change increased the need for a dynamic order fulfillment system that could operate as more of an omni-channel fulfillment operation.

SOLUTION

Hy-Tek implemented the Exotec Skypod System that contains 73,500 inventory locations. The robotic Skypods bring inventory totes to the workstations which can support dynamic order fulfillment for varying order profiles.

Retail batches consisting of 20+ units per batch as well as eCommerce orders consisting of 2 to 3 units per order can be fulfilled at any of the workstations.

EXOTEC



RESULTS

Ariat's fulfillment operations are much more flexible, so it can more efficiently accommodate and support eCommerce and retail store fulfillment.

The system is scalable, so it can expand and hold more inventory as the company grows. Since the initial installation, Ariat has already developed plans to add more locations as well as increase volume.

- ▶ **Pick 3,800 units per hour**
- ▶ **Supports multiple order profiles**
- ▶ **Scalable & flexible solution**



Our team combines creative design with a strategic selection of automated material handling equipment and robotic manufacturers to create best-in-class fulfillment and distribution solutions.

Contact us to discuss solutions for your facility.

📞 1-859-918-7250 | 📩 info@hy-tek.com