

Case Study: Sawyer increases racking efficiency by 28%

The Grower:

In the perennial business for 58 years, Sawyer Nursery, headquartered in Hudsonville, Michigan with a second location in Leesburg, Alabama, is a destination supplier for perennials. Starting out in 1956, Bob and Shirley Sawyer founded Sawyer Nursery to raise extra income to support a growing family. Ten years later, it became the sole source of income for the Sawyer family. Now co-owned by their sons Craig and Scott, Sawyer Nurseries wanted to trim the fat in their logistics and shipping.

The Issue:


Sawyer Nursery was looking for a comprehensive solution from production to fulfillment, without having to integrate various tools for day-to-day operations. One of Sawyer's immediate concerns was tying up maximum value from landed cost with load. "Sawyer's pricing to our chain customers is landed prices, with Sawyer absorbing the freight cost to get product delivered to stores. The more plants we get on each rack, and the more racks we get on each truck, the less our cost is", said Steve Brookhouse, Project Manager at Sawyer Nursery.

The Solution:

Using SBI's **Rack Optimization Tool**, Sawyer was able to view rack status in real-time, displaying individual availabilities, multiple shelf quantities and heights, all while calculating for different rack types. "SBI's rack configuration is *damn good*", says Brookhouse. Complete rack visibility meant Sawyer's team received live updates for racks with unused shelves to ensure each was filled to maximum capacity. "These VERY filled racks are achieved with accurate heights on plants (that grow day to day), and a sales staff that meticulously builds orders that fill every shelf of every rack. This process alone has been an absolute winner for us".

"To date, both our Michigan and Alabama locations are getting 8% more product on the racks than the same weeks in 2014. And 2014 was about 20% more than 2013."

**Steve Brookhouse, Project Manager,
Sawyer Nursery**

Over the two-year partnership, Sawyer Nursery and SBI Software were able to substantially increase the amount of product shipped to stores. "To date, both our Michigan and Alabama locations are getting 8% more product on the racks than the same weeks in 2014. And 2014 was about 20% more than 2013. When will it end...?" 

Case Study Quick Look

CHALLENGE

Comprehensive, start-to-finish solution focused on racking and load consolidation

RESULTS

Using SBI apps, 28% more product on rack

Reduced freight costs, increased profits

Dramatic optimization and highest efficiency by adopting the SBI ecosystem

COMPANY

Sawyer Nursery

LOCATION

Hudsonville, Michigan

CROPS

Specializing in retail and mail-order perennial container plants, seedling and cutting plug supply, more.

PRODUCTION SPACE

Two locations with >300 acres and over a million square feet of growing and production space: Hudsonville, Michigan and Leesburg, Alabama.

CUSTOMER MIX

Midwest United States box store suppliers, plant brokers, nurseries, with plugs and bareroot material shipped throughout th U.S. and Canada