



NEW DAWN

WAREHOUSE EXECUTION SOFTWARE

SMARTER, SEAMLESS AUTOMATION FOR YOUR OPERATION

CASE STUDY

The Children's Place



new dawn
POWERED BY CONVEYCO

OVERVIEW

The Children's Place partnered with Conveyco to modernize their system to stay competitive while minimizing labor and operational disruptions for maximum efficiency.

THE CHILDREN'S PLACE

BACKGROUND

The Children's Place, a leading children's apparel retailer, operates a highly automated distribution center leveraging multiple advanced technologies. Key systems include a Dematic shuttle for goods-to-person automation, six OPEX® Sure Sort™ automated put walls for item-level sortation, and NPI high-speed sorters for outbound consolidation.

CHALLENGES

The Children's Place faced a number of other critical challenges rooted in the disconnect between its automation hardware and the absence of centralized system logic. Lacking a central Warehouse Execution System (WES) to bridge vendor platforms, the DC suffered from frequent inventory location discrepancies.

Key Challenges

These tracking gaps directly disrupted pick path logic and order consolidation, ultimately impacting fulfillment speed and accuracy. Vendors, expected to operate independently, instead required constant external commands. This slowed operations and increased complexity.

The Dematic shuttle system encountered a distinctive challenge, experiencing delays that affected the timeline for achieving full automation implementation. In the absence of a control tower for real-time visibility and task flow management, the facility had to contend with powerful yet isolated systems. This situation required the IT team to employ strategic manual interventions to ensure smooth operational continuity.

SOLUTION

Conveyco implemented the New Dawn Warehouse Execution System (WES) as a centralized control tower to manage and optimize automation across the facility.

THE RIGHTFIT SOLUTION

The WES unified Dematic, NPI, OPEX, and Sure Sort platforms under one command interface. It assumed responsibility for inventory tracking and orchestrating all task logic, eliminating the need for manual reconciliation. Using New Dawn's modular put wall software, the system took over complete control of the OPEX Sure Sorts. Dynamically assigning cubby locations, scanning items and cartons to trigger lights, and prompting operators when to close out completed orders.

KEY TAKEAWAYS

"One of the best parts working with Conveyco was that it was a collaborative team effort. We were confident that Conveyco could meet our dates, cost requirements and actually perform - especially in the midst of our back-to-school season."

– Dale Reece, Director of Facilities

FINAL INSIGHTS

- Increased inventory accuracy across all automation layers
- Delivered a flexible, vendor-agnostic WES tailored to The Children's Place's needs
- Eliminated manual reconciliation tasks, freeing IT resources
- Executed a successful phased rollout while keeping operations live
- Enabled future scalability without needing to re-engineer automation logic

Even with the delays the WES enabled partial production by flexibility sequencing work to match available automation. Through direct API integration with all major systems, IT teams were relieved from the burden of stitching together fragmented data streams.

ABOUT US

At Conveyco, we are your trusted system integration partner, dedicated to designing and implementing innovative, efficient, and reliable solutions tailored to your unique needs. With almost 50 years of experience, we specialize in creating seamless, end-to-end systems that optimize performance and deliver measurable results. Unlike OEMs tied to their own equipment, we independently select from vetted partners and technologies to deliver solutions that exceed expectations.

Our in-house software expertise ensures seamless integration and performance tailored to your operation. From system design to implementation, our industry-leading controls provide efficiency, reliability, and scalability. Led by a team of seasoned industry veterans, we prioritize building long-term relationships and delivering on our promises with the integrity of a family-owned business. Free from outside investors, we make decisions with your best interests in mind, allowing us to provide solutions without compromise.

Supporting Your Goals

We understand the increasing demands for efficiency in today's supply chain. Our processes are designed to enhance productivity, optimize resources, and streamline operations, helping your business achieve its warehousing automation goals without compromising performance.

Let's Build Your Future, Together

When you choose Conveyco, you're not just gaining an integrator—you're gaining a partner committed to helping you achieve your goals. We redefine what's possible, together.

Contact Us

To learn more about how Conveyco can help transform your operations, visit www.conveyco.com or reach out to our team at conveyco@conveyco.com.

