



CASE STUDY

Harry & David

CONVEYCO

Integrated
Solutions &
Software

OVERVIEW



Harry & David, a leader in gourmet gifts and holiday assortments, needed to modernize its highly seasonal fulfillment operation. Existing systems couldn't support flexible labor management or the rapid setup of temporary ("pop-up") packing lines, both critical during peak season when 40% of annual business ships in just 10 days.

CHALLENGES

Manual workflows and rigid software slowed throughput, especially at pack-out, creating costly bottlenecks. A prior engagement with a traditional WMS vendor failed due to inflexible pricing and a one-size-fits-all approach that forced operations to adapt to the system, instead of the system adapting to them.

SOLUTION

Conveyco successfully implemented its New Dawn Horizon Warehouse Execution System (WES), a modular and adaptive platform tailored to align with Harry & David's workflows while scaling to meet their seasonal demands.

THE RIGHTFIT SOLUTION

New Dawn provided real-time execution logic for mixed-unit handling, eliminating pack-out bottlenecks and improving throughput. Using pre-deployment emulation, Conveyco validated workflows, exception handling, and load balancing before go-live to ensure a seamless startup.

The flexible system allowed Harry & David to dynamically reconfigure processes, allocate labor efficiently, and ramp up operations for peak volume without hardware changes or operational downtime. The project's success established a trusted partnership that has since expanded into multiple additional systems.

KEY DELIVERABLES

- Integrated with conveyor controls, print-and-apply, and exception routing modules
- Supported both fixed and seasonal operations without new hardware
- Delivered adaptive, real-time control and improved pack-out efficiency
- Replaced rigid WMS logic with modular execution aligned to operations
- Expanded to multiple sites following initial success

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.