BRR Logistics Inc. Implements Robocom's R-Voice for Warehouse Picking

Farmingdale, NY and Markham, ON, August 2, 2010 – Robocom Systems International, a provider of Supply Chain Execution Software announced today that BRR Logistics Inc., a third party logistics provider, has successfully implemented voice picking using Robocom's R-Voice system. BRR is utilizing R-Voice in its deep frozen products warehouse located in North York, Ontario for ice cream distribution.

Sandy Norval, VP Sales and Operations of BRR Logistics Inc. said "We were very thorough in our review of potential business partners for this important project. Because of the uniqueness of working in a deep freeze environment we had to be certain that our partner would deliver a voice-picking solution that would meet our functional requirements as well as stand up to the harsh working conditions. Robocom's experience with voice-based technology in similar environments and their performance for BRR has demonstrated to us that we selected the right partner."

Sandy explained: "BRR operates an in-house developed WMS and it was essential that we implemented a voice solution that would not force us to displace our current system. Robocom demonstrated their ability to interface with a non-Robocom WMS as well the robustness of R-Voice to operate in a harsh environment. Having our warehouse personnel being able to operate 'hands-free and heads-up' in the freezer is a huge win for us in terms of both productivity and safety.

"Robocom's R-Voice solution was implemented utilizing BRR's existing wireless network," said Robocom's Vice President Rich Adamo. Additional benefits that will be achieved by BRR include simplified and expedited training for new warehouse personnel as well as a reduction in overtime.

BRR's Norval went on to say, "Following the successful implementation of voice-picking, we are really looking forward to implementing Robocom's labor management solution, R-Labor. We are confident that we will realize additional productivity gains."

"Robocom continues to be keenly focused on the needs of the business leaders responsible for the day-to-day results in warehousing and distribution center operations," said Fred Radcliffe, Robocom President. "R-Voice is another tool that the operating managers can use to deliver the cost savings that are being demanded of them. We are excited about bringing this capability to our customers and we continue to believe that we have one of the best development teams in the supply chain execution software industry."

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About Robocom's R-Voice – R-Voice is an interactive picking module designed for high accuracy and high productivity in case and broken case picking. The module includes processes for identifying and correcting errors and problems, tracking outbound pallet contents and confirming locations and pallets are empty while picking. Configurable options include the ability to scan case or item bar codes to confirm serial numbers, items and item attributes in those applications where case serial tracking, lot tracking and/or variable weight are required.

About BRR Logistics Inc. – The complete service provider for all your frozen distribution/warehouse needs, at the most competitive price. BRR Logistics Inc. was formed in 2001 to provide the warehousing and distribution needs for Unilever Ice Cream and have quickly added new principals to our list of DSD (Direct Store Delivery) customers. We provide these services from our 27,000 square foot deep frozen warehouse located in North York, Ontario. We currently operate with a fleet of over thirty tractor trailers, in addition we utilize a sub-distributor network which provides complete coverage for all of Ontario. For more information go to www.brrlogistics.ca

About Robocom – Robocom is a leading supplier of supply chain execution software and services, founded in 1982, with offices in New York, Toronto, Minneapolis and Europe. Robocom's products include industry-specific Warehouse Management Systems, Transportation Management System, Voice Picking and Labor Management System. We enhance, implement and support robust and efficient software that performs as predicted and yields the positive business results your enterprise demands. For more information go to www.robocom.com

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