



SEE MORE.  
DO MORE.

## CUSTOMER CASE STUDY

# Associated Food Stores Delivers On-Time Service, Fresher Food

## Company Maintains Precise Product Locations at 600-Acre Facility.

### Challenge: Tracking Thousands of Products

Possessing a one-square-mile distribution center, a one-million-square-foot warehouse, and \$1 billion in buying power, Associated Food Stores (AFS) is a major player in the wholesale grocery business in the United States.

AFS needed to track products and equipment at its distribution center in Farr West, Utah. The requirement: a solution that would work in real time with its existing AFS Yard Management System (YMS).

### Eliminating Manual Inventory Searches

Zebra's WhereNet RTLS solution provided AFS with wireless, real-time applications for locating, tracking, and managing assets across its entire distribution center.

The WhereNet system provides real-time location information for each of the several hundred trailers and associated equipment AFS employs – eliminating manual yard inventory searches, speeding operations, and assuring the quality of refrigerated groceries stored on the site.

"WhereNet allows us to track, locate, and monitor transportation assets and the contents of every load of lettuce, Popsicles, and chicken in real time, all the time," said Tim Van de Merwe, Internal Logistics Manager, Associated Food Stores.

AFS leveraged WhereNet's Software Development Kit (SDK) to automatically provide real-time location information to the existing AFS Yard Management System. By pinpointing the location of yard resources within 10 feet of accuracy, WhereNet's system enables AFS to achieve an unprecedented level of efficiency and a dramatic return on investment for the time-critical movement of trailers and products through its distribution center, which supports the shipment of 600 truckloads of groceries every week.

### Fresher Food, Faster Delivery

The AFS installation represents a major deployment in the wholesale grocery industry, extending Zebra's WhereNet successful initiatives in the automotive, consumer goods, transportation, and health care markets. WhereTags have been permanently mounted on all AFS owned trailers, tractors and dollies, enabling the WhereNet system to track the tagged assets from the moment they enter the yard.

#### Customer

Associated Food Stores

#### Industry

Retail

#### Challenge

AFS needed to track products and equipment in real time at its 600-acre distribution center.

#### Zebra Solutions

- Zebra WhereNet Software Development Kit
- Zebra WhereTag

#### Results

- Better on-time service and fresher food to member stores
- Cost savings by maintaining accurate locations on all equipment and products

(continued)



In addition, consumer goods manufacturers' fleets are temporarily tagged upon entering the AFS distribution center, providing constant visibility and expediting the throughput of grocery goods. The WhereNet system enables AFS to take proactive, flexible and preventive measures to optimize its supply chain flow in key areas, resulting in significant cost savings.

"By leveraging this technology, Zebra enables AFS to provide our member stores with on-time service and fresher food than ever before," Van de Merwe said.

### About Associated Food Stores

Associated Food Stores is an independent retailer-owned warehouse based in Salt Lake City, Utah, which provides complete warehouse facilities and services to nearly 500 grocers throughout the Intermountain West.

©2012 ZH Corp. WhereNet and all product names and numbers are Zebra trademarks All other trademarks are the property of their respective owners. \*Specifications subject to change without notice.

Corporate Headquarters  
+1 800 423 0442  
Email: inquiry4@zebra.com

Asia-Pacific Headquarters  
+65 6858 0722  
Email: apacchannelmarketing@zebra.com

EMEA Headquarters  
+44 (0)1628 556000  
Email: mseurope@zebra.com

Latin America Headquarters  
+1 847 955 2283  
Email: inquiry4@zebra.com

#### Other Locations

**USA:** California, Georgia, Illinois, Rhode Island, Texas, Wisconsin **Europe:** France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Turkey, United Kingdom **Asia-Pacific:** Australia, China, Hong Kong, India, Japan, Malaysia, South Korea, Singapore, Thailand **Latin America:** Brazil, Florida (LA Headquarters in USA), Mexico **Africa/Middle East:** Dubai, South Africa

xxxxxx-xxx Rev. x (mm/yy)



[www.zebra.com](http://www.zebra.com)

