

# Birchall Foodservice Achieves Warehouse Transparency and Traceability with HighJump WMS

Established in 1939, Birchall Foodservice is a family-run business supplying ambient, fresh and frozen foods, catering sundries, alcohol and bar supplies to independent caterers across the care, education and hospitality sectors.

With service depots in Burnley, Durham, Sheffield and Stoke on Trent, Birchall Foodservice's 150 staff provide a next-day delivery service to hundreds of businesses in the North of England, Midlands and North Wales.



Birchall Foodservice had spoken with Balloon One previously, after a supplier had let them down. So, as Watson explains, "Balloon One was the natural choice." She continues, "Not only were they a HighJump partner, but they also 'got us' and our business. Plus we found them realistic and honest in their appraisal of our needs and the application of the recommended solutions."

## Replacing the paper system with HighJump WMS

### Manual systems and duplication of effort

Birchall Foodservice had been using a paper-based warehousing system. Says Operations Director, Nicola Watson, "Our warehousing system suffered from poor housekeeping, with inadequate inventory records and a lack of KPIs. Plus, we had two stock systems that meant we were duplicating work. We needed a warehouse operation that was more efficient and more transparent."



Balloon One carried out a full implementation of HighJump WMS and integrated it with Birchall Foodservice's back office system, Microsoft Dynamics GP, making it paperless through the employment of handheld scanners.

HighJump WMS – previously known as Accellos One – had been partially implemented eight years prior to this by another supplier. But the implementation had failed and Birchall Foodservice pulled the project, feeling very let down by the supplier. However, the benefits that the HighJump WMS application offered were still relevant to the company's operations, and so it was still interested in deploying the solution.

Watson recounts how the project went: "Like most projects, there were little hiccups along the way. However, unlike before, there were no show stoppers and Balloon One consummately handled the implementation and quickly resolved any minor issues."



## Efficient stock replenishment and accurate picking

Once initiated, the new warehouse solution quickly proved its worth. Confirms Watson, "It has been a successful implementation that has given us transparency and traceability within our warehouse operation."

Birchall Foodservice has benefitted from efficiencies with stock replenishment, and picking is more accurate too. The barcode scanning system has improved and simplified processes within the warehouse. Elaborates Watson, "It's great for new members of staff as the scanner gun instructs them what to do, making it virtually foolproof."



Around 40 warehouse and operations staff use the new system. As with any overhaul of an operational system such as this, there was an initial hesitation. But Watson attests that staff have now very much embraced the change.

Watson acknowledges that the HighJump WMS solution can deliver even more, revealing, "There's still so much more we can do - but it's still early days."

## Additional resources

Find out more about whether HighJump's Warehouse Management Solution for SMBs is suitable for your business requirements by downloading the product whitepaper below. With over 80 implementations of the solution over the last decade, Balloon One is the leading warehouse management system partner in the UK.

[HighJump Warehouse Edge](#)

On our website, you can also learn more about us and view some of our case studies. To learn more about making your new WMS implementation successful, please [submit an enquiry](#).

## Balloon One

Balloon One combines industry know-how with innovative design. Our consultants, support staff and developers are committed to our customers, with unrivalled industry experience in how best to align supply chain software to create a single, streamlined solution for their businesses. We understand the complex nature of both domestic and international supply chains, the drain on resources caused by unnecessary administrative processes and the crippling effect of an inadequate system.

It is our core mission to provide our customers with systems that are tailored to their individual needs. We avoid a 'one-size fits all' approach as we understand that businesses have unique requirements that have to be considered. It is through this approach that we consistently enable our customers to fulfil their growth potential.