

Lakeland Distribution – from order to despatch

- Approx. three minutes
- 1080px Full HD
- Subtitled
- Voice over if applicable
- Live action audio muted
- Appropriate audio (music) in background

Directive: Illustrate how the Lakeland distribution centre processes and despatches online orders with emphasis on box sizing and packaging

Picking an order:

From receiving an order on a computer terminal, in turn triggering a procedure of printing an invoice, enabling a picker to locate, retrieve and supply product(s) to the packaging area for selection, packaging and despatch.

Packaging key elements:

To include a range of different size & shape products that demonstrate Lakelands reduction in the size of packaging, and package filling whilst maintaining enough protection for the product within.

How it's done: When a new product arrives in the warehouse it is measured and weighed, using Cubiscan equipment, so when products are added to an order the dimensions and weights are calculated and a suitable size box is recommended.

Once a box has been allocated a member of the packing team use this box for the products. Any fragile products or liquids, extra protection maybe used, such as Ranpak or bubble wrap.

Despatch: With the products now in their box, a conveyor system carries the box to an automated lidding machine. This machine scans the inside of the box and creates creases allowing it to be folded down to the smallest possible size before a lid is placed and sealed on top. Using this process allows Lakeland to load more boxes into trailers and reduce the number of lorries on the road.

Opening sequence:

- Animated Lakeland logo on white background

Scene 1: Placing order online

- Someone at home (kitchen *or* sofa) using a laptop to place an order (cosy look)
- Close up of face lit by laptop screen (evening shot)
- Cut to the screen with Lakeland order being placed

Scene 2: Welcome to Lakeland DC

- Outdoor 11mm wide shot of the distribution centre. Shot from the pond overlooking the campus. Sunny day!
- Cut to 35mm panning shot of front entrance water feature/Lakeland logo.

Possible time lapse at shift change. Blurry people movement. Sunny/cloudy day.

Subtitle: Welcome to Lakeland Distribution Centre, Kendal

Scene 1 & 2 could be swapped – will work either way

Scene 3: Order received

- Rear shot of worker viewing computer terminal with online orders on screen
- Close-up of printer printing invoices

Subtitle: Online orders processed around the clock *or* 24/7

Subtitle: Online sales account for XX% of Lakeland sales

Scene 4: Operative picks products

- Operative clips invoices onto picking trolley
- Pairs scanning device to RDT
- Follow picker through HS aisles – low shot of walking feet
- Shot of hand, picking product from pick face
- Scanning product
- GoPro shot of product placed in order bin
- Follow picker down an aisle shooting from in front and speed up 500%
- Picker walks into camera for transition to:
- Cut to wide angle time lapse from balcony showing pickers *rushing* about
- Fast zoom into packing bay
- Cut to scene 5

Subtitle: 100's of home delivery orders processed every day!

Scene 5: Packing Bay operative

- Packer retrieves paperwork from picking trolley at packing bay
- Scan products with barcode reader
- Show computer terminal in same shot
- Box allocation auto box or manual - scan box

Subtitle: Varying box sizing and packaging used for safe transit

- Show manual box selections

Subtitle: Depending on your order algorithms decide on box sizes

- Pack box – overhead shot
- Add Ranpack and/or bubble wrap
- Place box on centre conveyor
- GoPro view of box placed on conveyor

Subtitle: 100's of home delivery orders processed every day!

Scene 6: Follow the package

- Place GoPro on weighted box to follow packed box on journey to lidding machine
- Show automated conveyor system directing package through network of lanes
- Show computer monitors displaying status
- Follow the package to lidding machine
- Internal GoPro footage, 60fps, show box being reduced to smaller size and lidded
- Reduced size and lidded box exits machine and continues to labelling machine
- Close up of address label being applied (shallow angle obscuring name/address)
- GoPro footage follows box on conveyor 500% speed straight into trailer

Subtitle: We endeavour to keep all our packaging to an absolute minimum

Scene7: Closing sequence

- Customer opens door to Lakeland package on doorstep
- Fade to white animated Lakeland logo

Subtitle: Thank you for home shopping with Lakeland

Lakeland Distribution_E-Commerce Replenish

- Approx. five minutes
- 1080px Full HD
- Subtitled
- Voice over if applicable
- Live action audio muted
- Appropriate audio (music) in background

Directive: Training video for **Mail Order Picking (AKA – Mail Order Replen. EComm Replen.)** outlining correct procedures. Do's and Don'ts.

What is this process?

The process of moving stock from our bulk holding warehouse (W31, W33, W34) into our Home Shopping department.

Using a LLOP (Low Level Order Picker) You will pick the items from bulk ready for the shelf filling colleagues

Opening sequence:

White Background with animated Lakeland logo fading to wide angle Time lapse footage/drone footage of Distribution Centre

Scene 1: What is Ecommerce Replen?

- Picking products and placing in a cage
- Video of LLOP dropping full cage at Pit Stop

Scene 2: Where does this take place?

Illustrated Site map – All distribution warehouses with flashing W31, W33, W34 & Pit Stop area

Scene 3: What do I need?

Photo slideshow:

- LLOP
- Signing off book
- PPE kit

Video clips:

- RDT Login only
- Don't login to "1" yet

Scene 4: How do I do it?

- Colleague in front of LLOP (aisle AF with spotlight)
- Dressed in PPE (Click fingers – crash cap in place) - Brand new Hi-Vis
- Login to System “1” Drive to Pit Stop
- Pick up cage
 - Drive at camera for transition to first pick (possibly reverse if necessary).

Scene 5: Picking an order and executing RDT

- Wide approach to pick face
- Cut to RDT and checkstring
- Show checkstring on pick face
- Enter checkstring on RDT
- Pick product and place in cage
- Enter cage number
- Proceed to next pick (wide angle)
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Scene 6: Repeat scene 5

- Close up of quantity on
- box and quantity required on RDT
- Place x amount of boxes into cage
- Enter cage number
- Repeat until full
- Drop off cage at Pit Stop (on board GoPro shot)

Scene 7: Not enough stock

- Show RDT required amount
- Show not enough stock
- Enter available stock onto RDT, cage number
- Proceed to next pick

Scene 8: Damaged stock

- Same as Scene 7 – but with damaged stock

Scene 9: No cages / Pit Stop Full

- Safely park LLOP in Home Shopping, find a Team Leader

Scene 10: No Picks left

- Safely park LLOP in Store Shipping, find a Team Leader

Lakeland DC – The journey of stock through the Distribution Centre

- Approx. 5/6 minutes
- 1080px Full HD
- Subtitled/Captions / Info Graphics
- Live action / graphics / Muted
- Audio Music background

Directive: Show the journey of stock through the Kendal DC. From arriving on site in containers, trailers and vans, demonstrate how products are booked into WMS, palletised and redistributed by conveyors and reach trucks into the various warehouses pending on category (baking/cleaning, etc).

Show how containers and unusual pallets are reworked into useable pallets, suitable for Lakeland racking.

Show reach trucks replenish pick faces with stock for distribution via Ecommerce Home Shopping and Store Shipping.

Illustrate how technology organises products via WMS and how products, their locations and quantities are identified through barcodes and picked using RDT's.

Key elements:

- Show vehicles being unloaded and pallets being checked and booked into WMS using RDT's
- Pallet reworking from containers and wrapped ready for storage
- Demonstrate CUBISCAN measuring a product so WMS can identify packaging and shipping stipulations
- Pallets booked in, wrapped and ready and loaded onto the conveyor system
- Show the function of the conveyor and how it deals with damaged pallets and sends them to the appropriate warehouse and orientates pallets so Reach Trucks can read pallet barcodes
- Reach Truck RDT displays what location to store pallets in
- Reach Truck going high into racking

Store Shipping:

- Replenish from racking with Reach Truck to an active Pickface for LLOP picking
- Demonstrate LLOP picking Store orders in TUBS and cages/Pallets and dropped into Store Shipping, labelled and loaded ready for despatch
- Lakeland double decker leaving DC

Ecommerce:

- Stock is picked with LLOP's in cages for Home Shopping and stock replenish the Home Shopping Shelves
- Colleagues pick customer orders
- Packers pack customer orders – selecting appropriate boxes for the order
- Lidding machines reduce the box size ready for labelling and shipping
- Parcel delivered

Opening sequence:

Lakeland animated logo on white

Caption: Our buying and merchandising team buy our stock from suppliers across the world

Image: Orange or Blue icons displaying: World - Buy – Deliver

Video: Timelapse and or lorry reversing into loading bay – LAKELAND logo visible

Caption: We receive Lakeland products from all over the world in shipping containers, on pallets from hauliers and even small vans from local companies

Scene 1:

Video: Lorry curtain drawn back

Counter balance fork lift exits warehouse

Pallet picked off trailer

Cut to GoPro on fork lift and take pallet into warehouse

Another shot from inside warehouse watch fork lift go back for another pallet

Shoot overhead time lapse of shop floor fill with pallets

Caption: On our busiest days we can book in excess of 800 pallets of stock but we average between 250 and 400 pallets every day!

Scene 2:

Video: Close up colleague booking in pallet using RDT

Shot of barcode labels being printed

Barcode being assigned to pallet

Graphic of RDT screen showing activity

Caption: Deliveries are checked against the Purchase orders for product, barcode and quantity to check the right item is in the right box

Scene 3:

Caption: New products need to be weighed and measured enabling accurate picking and packing guidelines are met

Video: Show CUBISCAN and computer entering information on the screen

Scene 4:

Caption: Reworking. Container goods and some larger products need to be reworked onto pallets that can be fitted into our racking

Video: Show products (airers/ironing boards) being reworked onto suitable pallets

Scene 5:

Caption: Each pallet is given a unique barcode that will identify the stock and it's location whilst it's here at the DC

Video: Show barcode being applied to pallet and being placed onto the conveyor using PPT (Shot from conveyor and shot from gantry)

Scene 6:

Video: Rejected pallet moved onto spur, for reworking

Footage of the pallet inverter and wrapper making right for the conveyor

Caption: Scanners check the stock is suitable for the conveyor and reject any that are unsuitable

Scene 7:

Video: Compilation of clips showing pallets travelling down the conveyor system – switching from pallet view, side view and follow view – reach truck to pick up camera pallet and lift away

Caption: The barcodes enable the conveyor to know which warehouse to take the pallet to, based on the category of the stock - i.e baking or cleaning, etc

Scene 8:

Video: Reach truck driver picks up pallet and scans barcode with scanner - Show RDT then switch to graphic

Graphic: Create RDT green screen displaying information

Video:

- Wide shot of Reach truck disappearing into racking
- Switch view of Reach truck reaching destination
- Pallet view of pallet going up into the racking
- Switch view to pallet going up in racking. (BF14 area would be best – shoot from walkway gantry)

Caption: We can store around 20,000 pallets at the DC at any one time

Scene 9:

Caption: We pick products from the main storage areas into tubs, cages and pallets depending on the store being picked

Video: show LLOP picking into tubs – and finishing a pallet – RDT screen no more inventory Y/N, etc

Caption: When a product has been picked to empty the inventory algorithm tells a Reach truck RDT to replenish a pick face from another location

Video: Reach truck RDT screen replenish bay LLOP just emptied

Graphic: Display Reach truck RDT green screen inventory replenish

Scene 10:

Caption: The tubs, cages and pallets destined to our UK and N.Ireland stores are taken to Store Shipping, loaded onto double decker trailers ready for despatch

Video: Show LLOP dropping and labelling at store shipping

Time lapse of Store Shipping filling up and emptying as lorry loaded

GoPro and Nikon footage of trailer loading

Shoot Lakeland double decker trailer leaving DC (Show building logo – SUNNY DAY)