

CASE STUDY

“Our approach to building meal kits was now being upgraded across the business with an increase in efficiencies in every department by removing paper labels.”



The Business

Cook it is a meal delivery service founded in 2014 by three friends with big dreams. Their vision included an effort to reduce food waste and relieve the mental load associated with meal planning. As the first Canadian ready-to-cook company, they provide an innovative alternative to the traditional meal kit. *Cook it* is proud to be one of the country's biggest employers. The company now offers ready-to-eat meal kits to thousands of customers around Quebec, Ontario, and the Maritimes.

The Solution

As a company, the team at *Cook it* is constantly looking for ways to improve their products. The company motto serves as a reason why *Cook it* considered reviewing its warehouse process and Digital Smart Label™ technology when looking to optimize its business.

"Every day, we try to get closer to perfection with our products because, in the end, we're just like our customers: we want to simplify our lives without compromise," says Judith Fetzer, President and Co-founder of *Cook it*. Their motto is inspiring and forward-thinking, as a company that strives to improve its processes and workflows. The team is always looking for ways to eliminate waste, ensure orders are completed with accuracy, and optimize their workforce to serve their customers better.

The Results

The team at *Cook it* was exploring ways to optimize the workflow of their warehouse; initially as a means to reduce paper and optimize the time it took to organize the warehouse, ingredients, and shelves. Shelves and bins contained different ingredients, and with a pantry of over 5,000 ingredients, *Cook it* reached out to Danavation to explore their e-paper solutions.

As a result, Digital Smart Label™ technology was implemented to eliminate the need to manually label their shelves and bins. The *Cook it* team started with a small number of Digital Smart Labels™, and after the technology was used for a week, the *Cook it* team increased their initial order and now has over 5,000 labels. The labels feature information such as the label's location, the product in the bin, the product's weight, and the ingredients recipe. The Danavation team converted their paper process of printing and taping labels onto shelves into a process updated electronically with the added benefit of location and product information reflected on the label.

Key benefits

- Eliminating paper labels
- Operational efficiency savings
- Order accuracy increase
- Labour costs savings
- Business process optimization



Ease of Integration

The Danavation team worked closely with Cook it to develop a way to limit the use of paper labeling by incorporating Digital Smart Label™ technology. "The Danavation team took the time to understand our business and the pain points. Together, we built a system and process that is easy to use and has saved us time and increased accuracy exponentially." The labels display information about the product, location, and application. Essentially, all the ingredients are combined with Digital Smart Labels™, thus eliminating the paper labeling on shelves.

Paper & Labour

The Digital Smart Label™ technology provided an immediate benefit by decreasing the labour required to manually change the paper labels on the shelves. The staff once responsible for updating paper labels now use a computer to update labels from a centralized location off the floor. "Immediately, the impact of removing paper labels was met with cheers of joy from the staff and management. Our approach to building meal kits was now being upgraded", says Hugo Morin, Operations Manager at Cook it. With over 5,000 ingredients in the pantry, this solution allowed Cook it to better manage its inventory while increasing operational efficiency, reducing errors, and saving time.

Recommendation

When the *Cook it* team was asked if they would recommend the technology to other companies, Hugo, Operations Manager, emphatically shared the following::

"If you're in a warehouse environment and want to eliminate paper, you need to speak with the Danavation team. Not only were they involved in every step of the process, but they were also part of the implementation team and provided critical and constructive feedback that allowed us to increase our operational efficiency 10x by both eliminating paper and errors."

