



# CASE STUDY

**Crabtree & Evelyn**

**CONVEYCO** | Integrated  
Solutions &  
Software

# OVERVIEW

Crabtree & Evelyn partnered with Conveyco to optimize their flagship distribution center, improving accuracy, reducing labor costs, and enhancing operational efficiency through Pick to Light (PTL) technology and a streamlined layout for Value Added Services (VAS) processing.



Crabtree & Evelyn

## BACKGROUND

Crabtree & Evelyn (C&E) has grown from a single family-owned store into an internationally recognized brand known for its fragrances, body care products, fine foods, and beautifully packaged gifts. With a strong retail presence in over 65 countries and more than 200 branded retail stores, C&E faced increasing complexity in their fulfillment operations. This case study focuses on improvements made to their retail and e-commerce operations at their flagship U.S. distribution center, where efficiency and scalability were key priorities.



# CHALLENGES

Crabtree & Evelyn needed an efficient, scalable fulfillment system to handle rapid e-commerce growth while minimizing operational costs.

## Key Challenges

C&E faced uncontrolled operational expenses due to rapid e-commerce growth and fluctuating order volumes. Seasonal spikes ranging from 200% to 500% of normal volume led to excessive overtime costs. The company needed to balance capital investment in automation with ongoing labor expenses while integrating their expanding e-commerce business with existing retail operations.

- Managing seasonal spikes without excessive overtime costs.
- Balancing automation investment with labor expenses.
- Increasing order accuracy and fulfillment speed.
- Optimizing Value Added Services (VAS), such as gift wrapping, without impacting throughput.

# SOLUTION

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Conveyco designed a flexible, scalable solution that optimized order fulfillment, controlled labor costs, and improved processing efficiency.

## THE RIGHTFIT SOLUTION

Conveyco conducted a detailed analysis of C&E's retail and e-commerce operations to identify inefficiencies and pressure points. By implementing Pick to Light (PTL) technology and order selection solutions, Conveyco enabled C&E to manage peak order volumes without requiring overtime.

Key solution components included:

- Pick to Light (PTL) system to maximize picker productivity and accuracy.
- Scalable system design to anticipate and accommodate volume growth.
- Optimized layout integrating Value Added Services (VAS), such as gift wrapping, without disrupting order flow.
- Balanced capital investment in automation with sustainable labor cost reductions.

# RESULTS

Crabtree & Evelyn reduced operational expenses, eliminated overtime costs, and enhanced fulfillment accuracy with a scalable and efficient system.

The new system enabled Crabtree & Evelyn to handle peak holiday demand without overtime, achieving sustainable cost reductions and operational improvements.

Key results:

- Eliminated overtime costs during peak seasonal spikes.
- Significantly improved order accuracy and picker productivity.
- Optimized integration of retail and e-commerce fulfillment within a single facility.
- Scalable system design allowing C&E to efficiently manage continued growth.



# KEY TAKEAWAYS

"Working with Conveyco is a team experience – from day one and beyond. They listened, learned, and analyzed our data to achieve the right solution for us, then stayed and hardened the system until we were satisfied.

Bottom line: the ROI exceeded our expectations."

— Donna Young, Crabtree & Evelyn

## FINAL INSIGHTS

- Scalable automation solutions allow businesses to manage seasonal demand fluctuations without excessive costs.
- A balanced approach between capital investment and operational expenses leads to long-term sustainability.
- Optimizing fulfillment processes for both retail and e-commerce operations ensures seamless integration and efficiency.
- Close collaboration between engineering teams and operational stakeholders is key to achieving the right solution.

# ABOUT US

At Conveyco, we are your trusted system integration partner, dedicated to designing and implementing innovative, efficient, and reliable solutions tailored to your unique needs. With almost 50 years of experience, we specialize in creating seamless, end-to-end systems that optimize performance and deliver measurable results. Unlike OEMs tied to their own equipment, we independently select from vetted partners and technologies to deliver solutions that exceed expectations.

Our in-house software expertise ensures seamless integration and performance tailored to your operation. From system design to implementation, our industry-leading controls provide efficiency, reliability, and scalability. Led by a team of seasoned industry veterans, we prioritize building long-term relationships and delivering on our promises with the integrity of a family-owned business. Free from outside investors, we make decisions with your best interests in mind, allowing us to provide solutions without compromise.

## **Supporting Your Goals**

We understand the increasing demands for efficiency in today's supply chain. Our processes are designed to enhance productivity, optimize resources, and streamline operations, helping your business achieve its warehousing automation goals without compromising performance.

## **Let's Build Your Future, Together**

When you choose Conveyco, you're not just gaining an integrator—you're gaining a partner committed to helping you achieve your goals. We redefine what's possible, together.

## **Contact Us**

To learn more about how Conveyco can help transform your operations, visit [www.conveyco.com](http://www.conveyco.com) or reach out to our team at [conveyco@conveyco.com](mailto:conveyco@conveyco.com).