



CASE STUDY – E-Commerce Retail Fulfillment

CHALLENGE

McDonald Paper & Restaurant Supplies is a midsize wholesale and E-Commerce retailer located in Brooklyn, New York. By the start of 2020, the increased sales volume from online marketplaces forced the team to pivot to keep up with demand. Their teams were overworked, demand was increasing, and they needed a solution to meet market demand.

SOLUTION

McDonald Paper chose to build a new greenfield warehouse in Philadelphia, and focused on robotic automation as a core solution to help them scale.

Prime Robotics worked closely with McDonald Paper to identify key processes, review operational data, and selected the Prime Robotics goods-to-person MobileShelf Growth package, allowing them to save thousands each month, while meeting demand for their customers.

RESULT

With a new facility in place and a Robotic Automation solution implemented, McDonald Paper has realized significant and immediate ROI. McDonald Paper now fulfills up to 1,000 orders / day, has added more Prime Robotics Pick stations and uses Prime Support Services to further refine and optimize his system.

McDonald Paper and Prime Robotics maintain a close partnership, and are implementing a second fleet of robots in Q4 2021 to help scale McDonald Paper to 3,000 orders per day. This will be a greenfield opportunity, and will include both shelf and pallet-moving robots that work in seamless integration across a variety of



SNAPSHOT

Client: McDonald Paper

Location: Brooklyn, New York

Website: www.mcdonaldpaper.com

Focus: E-Commerce Fulfillment

Robotic Solution: MobileShelf

Client Since: 2019

“Just as the new warehouse was opening up and I was turning on the Prime Robotics system, COVID-19 hit. Online sales went through the roof and I had no way to hire additional labor. After 2 weeks, the automation system helped me scale from 0 to 1,000 orders per day. The cost and deployment was easy, it’s hard to comprehend why I didn’t make the transition years ago.
-Eugene Khorosh, Founder & President, McDonald Paper