

CASE STUDY: Shutterfly

FAST FACTS

Shutterfly, Inc. is the leading manufacturer and digital retailer of high-quality personalized products and services offered through a family of lifestyle brands. Founded in 1999, the Shutterfly, Inc. family of brands includes Shutterfly®, Tiny Prints®, Wedding Paper Divas®, MyPublisher®, BorrowLenses®, and GrooveBook™, an iPhone and Android app and subscription service.
 Website: www.shutterflyinc.com.



Background Challenge

Shutterfly is always looking for ways to improve efficiencies, but that goal is especially difficult when the company has to triple its workforce to prepare for the peak retail season for its popular personalized products.

Recently, Research and Development completed a new line of products that includes metal flasks, growlers, and glass ornaments. However, the new products did not fit into the company's existing handling process where products are prepared for shipment. R & D needed to find a way to improve the "economy of motion" where the handling or movement of product is minimized or eliminated by operators during the process where they apply a mask or film that prepares the product for sandblasting, and attach a barcode for tracking purposes. Additionally, the product needed to safely be stacked so it was ready for transport to the next station. Equally important to Shutterfly was reducing the likelihood of sending product to the wrong customer – a process they call "Not Mine."



PACKNET'S CUSTOMIZED FOAM AND CORRUGATED PLASTIC SOLUTION HELPS SHUTTERFLY IMPROVE EFFICIENCIES

The Solution

Having previously worked with Packnet Ltd., Shutterfly invited Packnet to observe the existing handling process in order to help them develop a solution to improve the efficiencies. "Packnet was great at listening to our fuzzy concepts and our ideas," said Tracey Bauer, Shutterfly's Quality and Lean Specialist. Packnet's engineers took their observations and customer input, and designed a custom, corrugated plastic tray with waterjet cut interior foam that holds products safely and securely for them to go through the economy of motion process. They also created visual guides on the foam so operators would know where to place the mask on the foam, so it's centered. "It's fairly intuitive, but the markings make it easy to train the operators quickly and obtain consistent output," said Bauer. The corrugated plastic trays make it easy to stack the product for transport to the next station.

Benefits

Packnet's customized solution helped Shutterfly improve efficiencies and reduce the likelihood of mistakes. The handling of product at the mask/film application step has realized a 20 to 30 percent reduction, and the overall process has realized a five percent reduction from Shutterfly's original process. Bauer summed up her experience with Packnet, "They were very responsive and paid a lot of attention to detail. They were very creative with their engineering solution. We will be working with them again. We've already initiated another project with them."

"Packnet was jumping through hoops for us. They knew we had a very tight deadline for our products. They turned things very quickly for us."

– Tracey Bauer, Shutterfly Quality & Lean Specialist