



Case Study

Kershaw Fruit



With plans to expand operations, Kershaw Fruit faced a growing challenge in maintaining product rotation and efficiently tracking pallet locations across multiple facilities. Shipping 60,000 cartons (1,200 pallets) of apples weekly from three buildings with ten storage rooms, they needed a solution that would allow them to scale without sacrificing efficiency.

“ *Within two months, we accomplished our goals. Our product rotation has improved, we're more efficient in our cooler operations*

— said Eric Skiles, IT Manager at Kershaw Fruit.

With RedLine's Cooler Management solution, Kershaw realized a 30% labor savings, dramatically reduced product search time, and achieved the data management infrastructure needed to support their expansion plans.

Kershaw Fruit Scales Operations With Real-Time Inventory Control

Customer	Kershaw Fruit
Headquarters:	Washington State
Business Focus	Leading apple packer, cooler, and shipper operating in a competitive market
Operational Environment	Three buildings, ten storage rooms with capacity for 4,000 pallets or 200,000 cartons
Weekly Volume	60,000 cartons (1,200 pallets) shipped domestically and internationally
Solution Deployed by RedLine	RedLine Cooler™ Management and Traceability integrated with Compu-Tech
Operational Benefits	Improved product rotation <ul style="list-style-type: none">Enhanced productivity for faster shippingSeamless integration with existing softwareReduced search time for specific pallets30% labor savingsValidated pallet tags prior to stagingReal-time location management

Kershaw Fruit

Kershaw Fruit operates a significant packing, cooling, and shipping business focused on apples. The company ships 60,000 cartons (1,200 pallets) weekly to domestic and international customers. Their operation spans three buildings encompassing ten rooms with storage for 4,000 pallets or 200,000 cartons of packed product.

The Business Challenges

With plans to expand operations, Kershaw Fruit faced growing challenges in their warehouse management. As they added more space, workers would have more options for putting away products, creating more opportunities for misplacing pallets during daily movements.

“ *We wanted to get fruit rotation right to ensure we get the best quality fruit to our customers. With the addition of more space, rotation was even more complicated. While we were doing a good job, we recognized that our expansion plans made it important to add new solutions for managing products, collecting data, and getting rotation done right,*

— said Eric Skiles, IT Manager.

While team members knew what inventory was on-site, physically locating specific pallets could be time-consuming. They often spent 30 minutes or more with multiple forklift drivers searching for particular products. These delays created a domino effect, pushing back truck departures and disrupting the entire day's shipping schedule. Office staff were frequently interrupted to help locate fruit for order allocation.

To successfully scale their operation, Kershaw Fruit needed a Cooler Management and Traceability solution that would collect data electronically and manage locations in real-time.

“ *The seamless interaction between the applications works flawlessly. Once the software was in place, our drivers embraced the scan guns and automated processes and were up and running after just a few days.*

Solution Implementation

Kershaw Fruit had several key goals for its new digital Cooler Management system:

- Improve product rotation
- Enhance productivity for faster shipping
- Seamlessly integrate with their existing Compu-Tech Grower Accounting software

The Kershaw team collaborated closely during implementation to integrate the mobile barcode scanners and software with their existing systems. The initial delivery of the new system was completed in just 2.5 months, including full integration with Compu-Tech. The solution proved flexible and configurable, enabling smooth operation without interruption.

Four key components of the implementation included:

1. Management-determined preferences, system settings, user roles, and permissions
2. Mobile capabilities that mirrored the Compu-Tech desktop processes
3. Pallet Movement, Pallet Splits, and Directed Shipping functions on mobile devices for real-time location management
4. Directed Staging module integrated with Compu-Tech's Staging Module to help forklift drivers select the correct pallets for pre-shipping staging

“ *The seamless interaction between the two applications works flawlessly ... Once the software was in place, training sessions were held for Kershaw's forklift drivers. The drivers embraced the scan guns and automated processes and were up and running after a few days.*

— said Brian Lane, Operations Manager.

Results and Benefits

Kershaw Fruit realized significant operational improvements after implementing the RedLine Cooler Management system:

Rotation Improvements

Management gained visibility into which drivers were selecting the right pallets at the right time. Team members could confidently retrieve exactly what was needed for each order.

Increased Productivity

Forklift drivers' productivity improved substantially, reducing truck loading time and getting shipments on the road faster. Office staff experienced fewer interruptions, allowing them to focus on other important tasks. Moving the workflow from the office to the forklift closed the gap in data reporting, while validating pallet tags prior to staging reduced fulfillment time and ensured order accuracy.

Significant Labor Savings

Most impressively, Kershaw realized a 30% labor savings after deploying the Cooler Management System. The efficiency gains meant fewer workers were required, particularly in the shipping department.

“ Within two months, we accomplished our goals. Our product rotation has improved, we're more efficient in our cooler operations, and we can get trucks loaded and on the road faster. As added bonuses, our office staff can focus on more important tasks, and we reduced our labor costs.

By investing in RedLine's produce traceability system, Kershaw Fruit successfully built the data management infrastructure needed to scale operations while improving efficiency and product quality.

RedLine Solutions

RedLine has worked with growers, packers, shippers, and distributors of fresh produce for over 20 years. Since its inception, Todd Baggett, CEO, has been deeply involved in the Produce Traceability Initiative (PTI). RedLine partners with industry-leading hardware manufacturers to ensure that customers have access to the latest available technologies.

RedLine's experienced sales team will help you define the most efficient and cost-effective solutions for your operation. The team can help plan, install, and commission your new system, so you can rely on them for excellent long-term support.



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