



Case Study

Martinelli's: Streamlining Warehouse Operations with RedLine Solutions

SINCE 1868
Martinelli's
GOLD MEDAL®

For over 157 years, Martinelli's has been a household name, producing award-winning, 100% premium apple juices from the fertile Pajaro Valley in Watsonville, California. As a family-owned business since 1868, Martinelli's has consistently maintained its commitment to excellence, earning over fifty gold medals for product quality and innovation.

As the company expanded its distribution across the U.S. and globally, it faced increasing challenges with manual inventory processes. By 2017, Martinelli's recognized the urgent need to modernize its operations to keep pace with its growing business demands. That's when they turned to RedLine Solutions for expert guidance and cutting-edge technology.

The Digital Transformation Journey

Martinelli's embarked on a digital transformation initiative by implementing an SAP ERP system. To fully optimize the benefits of the new software, they installed WIFI in the production and storage areas and barcode enabled rugged tablets and handheld devices to enhance their operational efficiencies. Key process improvements included:

- **Scanning in inventory for real-time tracking**
- **Device tracking for better asset management**
- **Seamless barcode data integration into SAP ERP**

To successfully implement these upgrades, Martinelli's needed a trusted partner with deep expertise in barcoding, warehouse management, and hardware solutions. That's where RedLine Solutions stepped in.



Why Martinelli's Chose RedLine Solutions

RedLine Solutions provided end-to-end support, ensuring Martinelli's had the best hardware and technology to support its new ERP system. Working closely with Martinelli's team, RedLine helped select and deploy:

- Zebra barcode scanners, printers, and mobile devices – ensuring accuracy and efficiency in inventory management.
- Rugged tablets – providing line side access to maintenance diagrams and instructions in production areas.
- A robust and secure WiFi infrastructure – delivering seamless connectivity throughout operations.

Exceptional Performance and Long-Term Reliability

The Martinelli's team continues to be very happy with their system and benefits from:

- Reliable barcode scanning that integrates seamlessly with SAP ERP
- Optimized warehouse operations with real-time inventory tracking
- An enterprise-grade WiFi network that ranks among the best the company's CTO has ever worked with

Additionally, the hardware provided by RedLine Solutions has proven to be so durable and efficient that Martinelli's requires minimal ongoing support.



A Trusted Partnership for the Future

Martinelli's CTO, Jason Wilkinson, sums up the impact of RedLine Solutions:

“ RedLine has been a trusted partner in supplying high-quality hardware and excellent service and support. RedLine's commitment to excellence enabled Martinelli to streamline their warehouse operations and inventory management workflows.

— Jason Wilkinson, CTO

RedLine Solutions is proud to support Martinelli's mission to produce the best apple juice in the world. By providing industry-leading technology, expert consultation, and unparalleled customer service, RedLine continues to help businesses like Martinelli's achieve operational success and efficiency.

Learn More

If you want to modernize your warehouse operations with industry-leading technology, contact RedLine Solutions today. Let us help you find the right solutions to streamline your workflows and improve efficiency, just like we did for Martinelli's.

RedLine Solutions Inc.

Address

3350 Scott Blvd Suite 501,
Santa Clara, CA 95054
Office: 408.562.1700

Contacts

Toll Free: 888.801.2039
info@redlineforproduce.com
www.redlineforproduce.com