

150 order lines per hour with over 99% accuracy

Kitchenware company Browne has brought logistics operations in-house, managing over 5,000 SKUs with Interlake Mecalux's Easy WMS.

Country: **Canada** | Sector: **wholesale and distribution**



CHALLENGES

- Bring logistics operations in-house after years of outsourcing while maintaining service levels across Canada and the US.
- Manage more than 5,000 SKUs with diverse sizes, weights and handling requirements.
- Fulfill up to 120 daily orders shipped to multiple destinations via multiple carriers.

SOLUTION

- Easy WMS Warehouse Management System.

BENEFITS

- Centralised control of all warehouse operations through a single digital ecosystem.
- Over 99% inventory accuracy across kitchenware SKUs.
- Throughput of up to 150 order lines per hour per operator.



Based in Canada, Browne is a multinational company specialising in the design, manufacture and distribution of kitchenware for professional and home use. The company ships internationally recognised brands as well as its own product lines. Browne stands out for its commitment to innovative design, high quality and customer-centric service.

» **Founded: 1949**

» **Employees: 70+**

ganisation is critical. Easy WMS automatically assigns storage locations based on criteria such as rotation, demand and weight. Fast-moving items are placed in easily accessible zones, while heavier or bulkier products are stored at floor level to ensure safe handling. “The warehouse management system enables us to make the most of available space. Our facility occupancy is currently between 80 and 90%,” says Sher Zafar, Optimisation Manager at Browne.

Easy WMS tracks inventory from inbound receipt — an average of 60 pallets per day — through every internal movement and final shipment. Real-time system updates ensure complete inventory accuracy and total traceability. “Easy WMS gives us strict stock control and a comprehensive view of warehouse activities, streamlining operations,” adds Sher.



After years of outsourcing its logistics, Canadian kitchenware specialist Browne brought warehouse operations in-house with the opening of a new 18,200 m² distribution facility in Aurora (Ontario). To improve responsiveness and maintain high service levels, the company implemented Interlake Mecalux’s Easy WMS warehouse management system. The solution now coordinates all facility operations, providing structure, visibility and optimised order fulfilment.

Full inventory visibility

Browne manages more than 5,000 kitchenware SKUs with varying dimensions, weights and handling requirements. With such a broad product assortment, systematic or-



Easy WMS ensures complete inventory accuracy in Browne’s warehouse

High productivity in order fulfilment

Order picking is one of the most demanding activities in Browne’s warehouse. Each day, the operation processes up to 120 orders for customers across Canada and the United States. Easy WMS organises picking workflows based on order priority and carrier pickup schedules, guiding operators step by step. “Thanks to the guidance from Easy WMS, we’ve boosted productivity. Each operator can handle up to 150 order lines per hour with an accuracy rate exceeding 99%,” says Sher.



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Optimisation Manager, Browne

To optimise the final stage of fulfilment, Browne implemented Multi-Carrier Shipping Software. The solution streamlines packing, labelling and dispatch while simplifying carrier selection. The module integrates with ConnectShip to centralise communication with multiple couriers and automate data exchange. “Through this connection, we’ve reduced manual tasks, minimised documentation errors and simplified label creation,” explains Sher.

For less-than-truckload shipments, Easy WMS consolidates multiple customer orders by carrier and delivery date, ensuring faster dispatch and on-time delivery.

Digitalisation as a strategic pillar

For Browne, the new facility represents more than an operational shift — it marks a strategic move towards a more agile and data-driven

supply chain. “Digitalisation has become central to our business. It allows us to make better-informed decisions and respond more quickly to any issues,” says Sher.

With Easy WMS fully operational and standardised processes in place, Browne is now focused on consolidating its logistics model and driving continuous improvement to support long-term growth.

