



## Growing 3PL Startup Achieves 99% Order Accuracy with Solutions from OCR Canada.

The Baker Warehouse, in Jamestown, OH, has successfully expanded into the third-party logistics (3PL) space. Clients of one of the founder's screen printing business asked if they could use the 100,000 square feet of warehouse space, and "The Baker Warehouse" began. The business manages branded materials for clients and picks, packs, and ships orders, helping clients control costs by shipping all items together.

### Business Challenge

The nature of The Baker Warehouse's operations requires storing and tracking relatively small amounts of a vast array of items. In 2022, the company recognized the potential to grow the business. However, it also realized that a tech upgrade was necessary so the business could scale with accuracy and efficiency.

Jennifer Stinson, Business Development Manager for The Baker Warehouse, said the company needed a more robust software solution and new mobile devices. "The old scanners were case sensitive, and they wouldn't stay connected to Wi-Fi," she explained. "They were also short-range, so employees had to go up and down ladders to scan barcodes on upper shelves."

#### Company:

Warehouse providing 3PL services

**Application:** Mobile computers and barcode technology

**Challenge:** Upgrade to more robust 3PL management and reliable devices for long-range scanning and fast, high-quality printing

**Featured Solution:** Zebra Technologies MC3300x mobile computers and Zebra ZD220d and ZD620d desktop label printers

**Key Benefits:** Employee buy-in, efficiency, picking accuracy

## The Baker Warehouse

The Baker Warehouse needed handheld computers that enabled real-time communication with their software, long-range scanning, and a full keyboard for detailed data entry. The devices also had to survive the bumps and drops of a warehouse environment.

She added that The Baker Warehouse needed the capability to print different-sized labels from the scanner, producing high-quality barcodes for reliable, accurate reads.

### The Solution

The Baker Warehouse chose to upgrade to Extensiv, formally 3PL Central, cloud-based software. However, the company also needed to complete its warehouse management solution with the right devices. Extensiv recommended that Baker & Baker Warehouse contact OCR Canada.

OCR Canada helped The Baker Warehouse choose devices and provided the company with seven Zebra MC3300x mobile computers and two Zebra ZD220d and ZD620d desktop label printers. The company also chose Extensiv/3PL Central Premium Device Support, Zebra OneCare, and OCR TrueSupport, to manage and maintain the devices.

“Zebra checked all the boxes. I have known the brand to provide quality items at a reasonable price”, Stinson said. “For the setup of each device, it took just 10 to 15 minutes of work on our end to get fully connected and operating,” she recalled. “It was the simplest implementation I’ve ever been through.”

### Benefits and Results

The company’s co-owner Mike Baker said he immediately saw employee buy-in and user adoption. “One of the

challenges with the old scanners was getting employees to use them. They’d pick and ship orders without using scanners,” he said. “With the new system, employees don’t use workarounds. The new scanners make their lives easier. They want to use them.”

Stinson said the company has also seen benefits from greater order accuracy. “With the previous scanners, we couldn’t meet our efficiency goal. The new scanners always work and read barcodes, and now we are reaching our goal of 99% order accuracy. That minimizes the costs of reshipping items.”

The Baker Warehouse is now laying the foundation for a new building to accommodate more business and plans to expand its IT deployment as well. “It will help us evolve into the next phase of growth,” Baker said.



Training was very quick. Our software is very intuitive and the scanners from OCR worked seamlessly with it. We went through a few scenarios, then employees took it from there. The entire process only took a day or so.



– Jennifer Stinson, Business Development Manager,  
The Baker Warehouse



Phone: 800.853.7226  
Email: info@ocr.ca  
[www.OCR.ca](http://www.OCR.ca)

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