



# Gold Crest Distributing Increases Productivity & Employee Satisfaction with ScanForce

Founded in 1995 by the Toellner family, Gold Crest Distributing is a leading distributor of wild bird products and accessories as well as nature inspired gifts, home décor, and entertaining accessories and necessities.

## System Failures Were Disrupting Productivity—Gold Crest Took Action

Gold Crest Distributing had relied on its previous WMS for eight years, working through minor issues as they arose. However, as system instability worsened, daily operations became increasingly difficult. Employees frequently experienced dropped connections between handheld devices and the server, forcing them to restart processes and wasting valuable time.

Employees struggled with frequent delays—losing up to 75 minutes per day per worker—causing frustration across the production team. Morale began to dip as warehouse staff felt hindered in their ability to meet operational goals.

“The team was completely done with the old system,” said Ben Deimeke of Gold Crest Distributing. “They were missing their numbers, and there was nothing they could do about it. The system just wasn’t working, and we needed a real solution.”



### END-USER

Gold Crest Distributing

### CHALLENGE

Gold Crest’s outdated WMS caused frequent downtime, disrupting workflows and frustrating employees. Lost productivity reached 75 minutes daily, costing \$85,000 in just six months.

### SOLUTION

The ScanForce solution provided Gold Crest Distributing with a reliable warehouse management system (WMS) and Mobile Sales solution. The implementation was completed over a weekend, allowing Gold Crest to be fully operational by Monday with minimal disruption.

# ScanForce Delivers the Solution and Service

Since implementing ScanForce, Gold Crest Distributing has experienced a dramatic improvement in warehouse efficiency. With handheld devices now staying in sync and without constant system crashes slowing them down, employees can complete tasks without the frustration of lost connections or repeated delays. "The uptime on the RF guns has been the biggest game-changer," said Deimeke. "It solved our productivity loss, and now the team can just do their jobs without interruptions."

Gold Crest Distributing seamlessly transitioned to ScanForce without the need for costly hardware upgrades. Their existing Zebra TC21 devices, along with iOS and Cognex scanning solutions, were fully compatible with the new system. By leveraging their current equipment, they avoided additional expenses while still benefiting from a more reliable and efficient warehouse management system. As Deimeke put it, "We did not have to purchase new hardware. We reused everything."

## The Benefits of Working with ScanForce

Since implementing ScanForce, Gold Crest Distributing no longer has to worry that downtime from warehouse technology will cost them business. Faster, more stable technology has led to smoother operations.

### Key benefits Gold Crest Distributing experienced with ScanForce:

- **Eliminated Downtime:** No more syncing issues, reducing employee downtime by 75 minutes per day.
- **Seamless Implementation:** Full transition completed over a single weekend with minimal disruption.
- **Tangible ROI:** \$85,000 saved in productivity within six months.
- **Enhanced Employee Morale:** Workers can now perform tasks without technical frustrations.
- **Reliable Support:** Responsive and effective customer support from ScanForce.

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*"We were in a tough spot, and ScanForce delivered exactly what they promised. Our warehouse runs smoothly, our employees are happier, and our productivity is through the roof. Not only did ScanForce eliminate those problems, but it also improved morale. When employees can do their jobs without constant disruptions, they're happier, and we see that in their productivity. The transition was smooth, support has been fantastic, and we feel confident in our system now. It was the right move for us."*

Ben Deimeke, IT Manager  
Gold Crest Distributing



