

CASE STUDY

doritex



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Sorting Out Automation:

Breakthrough RFID-Based Sorting Technology Enables Competitive Edge for Mid-Size Industrial Laundries

Implementing technology to increase efficiency, increase profits, and grow business is often beyond the means of most mid-size industrial laundries. Datamars and Softrol have developed a high performance, RFID-based garment sortation system that helps increase plant automation and customer service.

Learn how Doritex, a leading-edge industrial laundry in Alden, NY has increased its competitiveness by implementing this solution to expand its business without increasing costs.

CUSTOMER SNAPSHOT

- **Company:** Doritex Corp.
- **Web:** www.doritex.com
- **Throughput:** Approximately 40,000 unique garments per week
- **Solution:** Datamars 'Orion' LaundryChips™, scanners and antennas; Softrol's SoftSort automation software
- **Result:** 50% increase in capacity, 60% increase in number of garments processed, 90% decrease in mis-ties

DATAMARS

How Does RFID-Based Garment Tracking Work?

RFID-based sortation can be added to existing RFID or hybrid RFID/barcode systems to optimize capacity and ensure that the right garments are returned to the right place at the right time. The system, which includes Datamars' RFID high-frequency LaundryChips and reading systems, as well as Softrol's SoftSort automation software, enables the sortation and shipping function of laundered garments.

The Datamars LaundryChips are guaranteed to accurately read from a distance of up to 21" (55cm) – almost two feet. The combination of increased speed and read range result in increased accuracy and enables the sorting system to read while garments remain on standard or longneck hangers – a feature once only possible with higher end systems.

Benefits:

Mid-size laundries can significantly increase the number of garments sorted and shipped, and gain substantial increases in accuracy without increasing overhead – all for a relatively minimal initial investment.

"The ability to automate the sorting process is a real breakthrough," said Jim Doro, Owner of Doritex Corporation. "We went from 35-40 down to just three mis-ties (errors in matching garment sets like shirts and pants). Our 90% reduction in mis-ties means fewer service calls and happier customers."

Using RFID sortation, it's not only possible for mid-size laundries to increase throughput, but also to practically eliminate shortage reporting. These improvements can eventually add up to significant savings.

"We increased our throughput by 50-60% without adding people," adds Doro. "In fact, we used to have six full time people just to handle the sorting process. Now we're down to only two – one who actually runs the RFID sortation system and one at the back end who bundles the garments and loads them on trolleys prior to being loaded onto the trucks. The remaining four people have been redeployed to other areas of our plant."

While automated sorting is not a new capability and is not limited to RFID, the possibilities offered by the Datamars/Softrol solution offers mid-size laundries the capability to enable more profitable business opportunities.

"Although we provide RFID solutions for fully-automated high-end systems, we knew that our LaundryChips had the capability to enable similar efficiencies at costs more attractive to the mid market." Said Daryl Kuna, Vice President of Sales for Datamars. "The system is made possible by the quality and precision of our RFID technology, and by the automation expertise of Softrol's SoftSort tracking and sortation software."



Happy Customers

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Datamars is the global leader for high-performance RFID solutions for the animal, livestock and textile identification markets. Our expertise, track record of technological innovation and profound understanding of customers' needs have earned Datamars a reputation for unsurpassed quality and performance. Datamars employs more than 350 employees with offices in Europe, Asia, and the Americas. Datamars is a private company, headquartered in Bedano, Switzerland. For more information, please visit datamars.com

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