

## CASE STUDY

# Capacity LLC

provides top-tier value-added services through Nulogy



## SUMMARY

Capacity LLC ([www.capacityllc.com](http://www.capacityllc.com)) is a U.S.-based, full-service logistics provider that offers omnichannel order fulfillment services to brands and retailers.

Since implementing Nulogy throughout its facilities in 2020, Capacity has improved its shop floor efficiency, and gained the data visibility needed to make long-term business decisions. Most importantly, Nulogy has helped Capacity implement continuous improvements, build long-term value and improve customer satisfaction.

## Company Overview

Capacity LLC is a full-service logistics provider headquartered in New Jersey, with locations in the U.S., UK and India. In addition to offering services such as assembly, B2B/eCommerce order fulfillment and transportation, Capacity offers value-added contract packaging services to a wide variety of brand clients in cosmetics, hair and skin care, as well as electronics, OTC pharmaceutical, medical devices, footwear and apparel.

## Challenges

### Time-consuming production tracking

Before partnering with Nulogy, the company tracked production and labor at each facility onsite on paper and by hand. Staff spent excessive amounts of time and resources by traveling to each location to manage production lines and overseeing as many as 150 employees.

### Lagging production data input

Staff members recorded daily metrics by hand and conducted client communications (such as kitting approvals and inspections) through long email chains. For a company with a CRM-based approach to rapid resolution of client needs this was out of step, and slowed Capacity's ability to respond nimbly to real-time production issues.

## Challenges (continued)

### Overreliance on staff knowledge

Job production relied too heavily on the tribal knowledge of the Capacity team—as well as their manual efforts. Ensuring proper data capture relied on those efforts with greater chance for human error. The added administrative burden took away from the value that staff could add if their day-to-day roles were less encumbered by lower value administrative tasks.

## Implementation

Capacity onboarded Nulogy at the onset of the COVID-19 pandemic in 2020, which presented a unique challenge: a fully remote implementation. Despite this, Capacity deployed Nulogy across multiple facilities in just one year, and has yielded a range of efficiencies, process-related wins, and increased client satisfaction in that relatively short time.

## Results

### Improved shop floor efficiency

Using Nulogy to capture real-time data on the production floor, Capacity is able to capture and analyze the amount of labor and time required to process each work order, using historical data to respond more accurately to shifts in customer demand. The real-time responsiveness of labor and granular per-project allocation has resulted in a more efficient use of Capacity's resources, as well as access to highly accurate quote estimates for clients' projects.

### Improved speed, accuracy, and visibility of labor data

With the help of Nulogy's platform, Capacity is able to capture production data at each location in real time, accessible through a single platform from any location. By digitizing these processes using scanners and mobile devices, Capacity's team has significantly reduced time spent on job-related paperwork, such as payroll records and first article inspections, and eliminate paper-based forms, manual data input, as well as the risks of errors that come with them.



In an labor-intensive service offering, it is business



critical to leverage solutions such as software, AI, and robotics to get the most out of our teams on the ground. These solutions generally and Nulogy in particular allow the team to elevate their efforts and focus on more value-added activities that only they can perform.

For us, Nulogy is essential in consistently delivering greater value to our brand partners.

**THOM CAMPBELL**  
CO-FOUNDER & CHIEF  
STRATEGY OFFICER



## Results (continued)

### Stronger customer experience

The digitization of Capacity's departments has also led to improved customer experience and overall quality by:

- Communicating production timeline updates to customers in real time without continually going to the floor to check the status of a given project.
- Providing more sophisticated, digitized forms for customers (such as first article inspection reports, returns dispositions, and more).
- Offering greater responsiveness in communication and adjustments during production, as well as more rapidly addressing potential issues as they arise.



Capacity has so many unique clients, each with different needs. Nulogy allows us to easily capture and manage all their production information and specific needs."



**CASEY PINTERO**  
DIRECTOR OF ASSEMBLY



To learn more about how Nulogy can deliver value to your co-packing operation, contact us:

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