

Quick Take:

Who: *Schroeder Milk -- Quality Dairy Products, MN*

Problem: *Delivery of frozen products was slow*

Solution: *BARZ_OUT on delivery paperwork – saves valuable time!*

Running on Oracle Database, In-house SW for product catalog

BARZ_OUT

Bar Codes Provide Convenience to Convenience Store Deliveries!

Schroeder Milk Frozen Dairy Product Deliveries Prevent Meltdown using e-BARZ

Schroeder Milk Co., St. Paul, produces a variety of dairy and other beverage products, processing a whopping 90,000 gallons of milk daily and 8,000 gallons of orange juice weekly. The family-run operation employs 80 people and has been in business since 1884. Schroeder Milk has been providing quality dairy products to Americans since then, growing from the humble beginnings of German immigrant Henry Schroeder and his one dairy cow in Minnesota to today's shipments of millions of food products annually throughout the midwest. The story spans four generations, with the undeniable ever-present themes of quality and progress.

The company has experienced growth in many forms through the years as Schroeder Milk expanded its offering to provide milk, cottage cheese, ice cream as well as eggs and orange juice to thousands across the country. The company has been continually improving while retaining the quality for which the company stands.

The company recently implemented one simple improvement that has increased productivity considerably, yet cost the company little in investment of either time or money. They began bar coding the delivery paperwork.

“Our product catalog is written in ‘C’ using Oracle software for our database, order entry, receivables and pricing,” said Dennis Dietzel of Schroeder Milk. “We sell over 100 products which are in my product catalog, but many of the products are specific to a customer with special packaging. This totals over 700 items to track.”

Schroeder Milk sells much of their product through convenience stores, which are typically very busy at any time of the day. In the past, when the delivery truck arrived with the dairy products – all which need to be refrigerated – it was always confusing for the store manager to check the invoice to verify the delivery. Each product was listed with a different SKU number which had to be checked.

“The store manager had to check the SKU's on the product, match it with the invoice which often has 20 or 30 products listed. To complicate matters, many products are frozen and the information is hard to see,” Dennis explained.

Also because much of the product is frozen, bar codes on product boxes can't be scanned. Dennis decided to try a new approach, providing an itemized invoice with bar codes which can be scanned, cutting out considerable time when checking shipments.

“I discovered Unibar's BARZ_OUT, which runs on top of existing applications and puts bar codes on any document where needed. All I had to do was insert a tilde in the program before the SKU number,” explained Dennis. “The paperwork now has a bar code wherever there is a SKU.”

Now when the delivery person gives a store manager the invoice, they can go into the store office, away from the hustle bustle surrounding the cash register. The store manager simply scans the invoice and the bar codes beside each product, and the information is immediately verified.

Productivity has always been a goal with Schroeder Milk. BARZ_OUT contributes to productivity, just as did the progressive “new” milking machines Henry Schroeder bought for his dairy in 1915. (see below) Everyone in this dairy business – supplier and customer – benefits from the Unibar software.

BELOW: Henry Schroeder poses proudly, about 1915, with some of his workmen and the first automatic milkers he bought to modernize his operation. He's the man in the middle, wearing the wide-brimmed hat. The boy with the dog is his son, Henry (Doc) Schroeder.



Henry Schroeder, Sr., used to send his son, William, down Rice Street with a quarter to fetch a bucket of whiskey for workers at the dairy. Dean's Bar still stands close to its original site on Rice Street. The old bar owned by the Dean family, pictured here about 1870, was a Little Canada landmark.