

# Flowers Foods Speeds Perishable Baked Goods Through Supply Chain With HighJump Warehouse, Yard and Transportation Management Systems

HighJump Software, a 3M company, a global provider of supply chain execution solutions, today announced Flowers Foods is generating strong results from its recent implementation of HighJump warehouse, transportation and yard management systems. With \$1.9 billion in 2006 sales, Flowers Foods is a leading producer and marketer of fresh and frozen bakery goods, including top brands like Nature's Own, Cobblestone Mill, Sunbeam, Blue Bird, and Mrs. Freshley's. The company has leveraged its HighJump solutions to increase order fulfillment accuracy to above 99 percent without adding to its labor force.

The company operates under a lean inventory model and utilizes its HighJump warehouse management system (WMS) in its Crossville, Tenn., facility to perform advanced functions like cross docking and high-speed replenishment. This approach enables it to distribute highly perishable goods to retail and food service customers more efficiently than before. Flowers Foods also has a clearer picture of inventory outside the warehouse. By using the HighJump yard management system, Flowers Foods runs its yard more effectively with automated work direction, appointment scheduling and complete visibility of trucks, trailers, drivers and goods.

Flowers Foods ships its products more efficiently by using intuitive transportation planning tools that include load and route optimization. These tools also help the company analyze transportation costs alongside sales data to determine a cost to serve each customer. This information helps Flowers Foods keep its customer service levels high while understanding fluctuations in cost allocations over time.

"We selected the HighJump suite to support our goal of minimal inventory," said Vyto Razminas, vice president and chief information officer, Flowers Foods. "Our HighJump solutions give us visibility across multiple nodes in our supply chain, enabling us to make intelligent business decisions that support our corporate initiatives for growth and outstanding customer service."

"An integrated strategy for warehouse and transportation management is something many leading companies are moving toward in their efforts to reduce costs and deliver on customer promises," said Joel Levinson, president, HighJump Software. "We're pleased Flowers Foods is getting powerful, actionable metrics with its new HighJump solutions."

## About Flowers Foods

Headquartered in Thomasville, Ga., Flowers Foods is one of the nation's leading producers and marketers of packaged bakery foods for retail and foodservice customers. Flowers operates 36 bakeries that produce a wide range of bakery products marketed throughout the Southeastern, Southwestern, and mid-Atlantic states via an extensive direct-store-delivery network and nationwide through other delivery systems. Among the company's top brands are Nature's Own, Cobblestone Mill, Sunbeam, Blue Bird, and Mrs. Freshley's. [www.flowersfoods.com](http://www.flowersfoods.com).

## About HighJump Software, a 3M Company

Forward-thinking companies entrust HighJump Software to power their supply chains. HighJump Software simplifies the art and business of creating, selling and moving products across global networks. Building upon 3M's history of innovation, HighJump Software helps more than 1,300 clients worldwide drive growth and manage change. [www.highjump.com](http://www.highjump.com)

## About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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