



Parker Gets Things Moving at Amazon.com

World's largest online retailer relies on material handling carts from IPS.

For 615 million consumers a year, online retailer Amazon.com works like magic. Visit the Web site, select a product and a few keystrokes later, your purchase is on its way to you.

But behind the magic is a national network of warehouses and distribution points where Amazon's employees make sure customers get the items they ordered ... and promptly. Each warehouse uses large material-handling carts, which employees maneuver through the facility, collecting merchandise ordered via the Web site. The system works well now due in part to components manufactured by Parker Hannifin's IPS business unit. IPS specializes in structural aluminum and linear motion extrusions to create innovative solutions in material handling, machine building, safety guarding, workstations and other applications.



"The carts Amazon was using were never exactly what they wanted," explains Donal Chapin, engineering supervisor for IPS. "They always had to sacrifice something and just picked a cart that would satisfy most of their needs but not all of them. So, they came to us because they realized they could order a cart that would be *exactly* what they were looking for, and it would be sturdy enough to handle the stress they put them under."

One of Amazon's warehouses, the fulfillment center in Nashua, NH, uses 12 IPS carts. Paul Martel, site leader at the Amazon warehouse,

explains how they're used: "In an Amazon.com fulfillment center, customer orders containing more than one item are picked in consolidated batches of multiple orders for picking efficiency. These picked batches require subsequent sorting to group the picked items by order. This cart -- which we refer to as a 'rebin' cart, since the function of sorting items by order is called 're-bin' within Amazon.com -- is used to sort the picked items into separate orders, and then move the sorted orders to a packing station to be packed for shipment."

There are currently 113 IPS carts at Amazon locations across the country.

For more information about Parker IPS, please visit www.parkermotion.com/ips.

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