



flaconi

to Boost Picking Productivity by 57% with Robotic Automation



The Challenges:

Scaling ecommerce picking operations without an overhaul

flaconi, a leading online German beauty retailer, was experiencing difficulties keeping pace with high order volumes. Manual picking processes created inefficiencies, and peak seasons stretched their workforce thin. flaconi sought a solution to optimize the operations without a major infrastructure overhaul. Their goals were clear:

- ▶ Improve picking efficiency
- ▶ Manage labor instability
- ▶ Boost employee well-being
- ▶ Handle both bulk and individual orders across a wide range of SKUs

About

With more than three million active customers, flaconi is one of the leading online retailers for beauty and perfume in Germany. From drugstore and natural cosmetics to premium and luxury items, the online shop covers all of the industry's product segments.

Geography

- ▶ Germany

GreyOrange Solutions

- ▶ 65 person-to-goods cobots (Ranger Assist) powered by GreyMatter™

Fulfillment Specs

- ▶ **Outbound type:** Unit pick – singles & multi-line orders
- ▶ **Outbound throughput:** Average – 75k units / day, peak – 108k units / day
- ▶ **Storage types:** Pallet storage, flow rack storage & shelving rack storage

GreyOrange Projected Impact

- ▶ Increase in picking productivity by up to 57%
- ▶ Improved employee experience and well-being



