



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

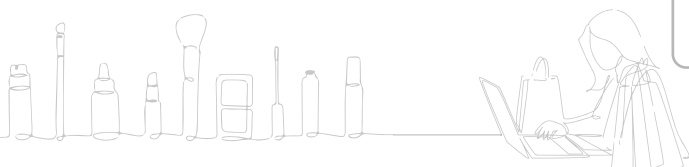
- ▶▶ 65 person-to-goods cobots (Ranger Assist) powered by GreyMatter™

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





The Solution:

Flexible person-to-goods automation and orchestration enable higher productivity

flaconi partnered with GreyOrange to implement a comprehensive automation solution tailored to its needs. The solution centers around GreyMatter, a software platform that orchestrates the work of robots and people, and a fleet of Ranger Assist robots that seamlessly work alongside humans in flaconi's fulfillment center.

Technologies leveraged:

- ▶▶ Ranger Assist cobots, which can be rapidly deployed with no infrastructure changes and minimal operational disruption
- ▶▶ Robots as a Service (RaaS) and Software as a Service (SaaS) for scaling up or down based on demand
- ▶▶ The GreyMatter orchestration platform, which automatically optimizes picking by dynamically allocating orders based on real-time demand, order characteristics and worker availability. GreyMatter allows flaconi to use the same robots for both batch picking and discrete order picking, and the system is adaptable to the range of SKUs that flaconi needs to manage

GreyMatter orchestration also supports:

- ▶▶ Prioritized batch picking for similar items or streamlined individual picking routes, depending on flaconi's needs
- ▶▶ Intelligent tote loading, optimizing how robots load totes based on product size and variations
- ▶▶ Dynamic zoning within the warehouse
- ▶▶ Operator guidance to minimize idle time through synchronized human-robot movement during picking tasks



As we continue to scale, we look forward to expanding our use of the GreyOrange Ranger Assist robots. This advanced automation deployment empowers us to improve the daily operations of our teams, as they are now able to focus on more productive and strategic tasks. Our automated warehouse operations provide us with great flexibility and the ability to scale.

- **Kurt-Alexander Westphal**,
Team Lead Operations Excellence,
flaconi.



The Impact:

Streamlined picking operations for faster deliveries and happier customers

flaconi's investment in GreyOrange's automation solution is expected to yield significant improvements across its fulfillment operations, including:

- ▶▶ A significant reduction in picking and travel time to drive a 57% improvement in productivity
- ▶▶ Guaranteed on-time deliveries through adherence to SLAs and minimal downtime through SW/HW uptime penalties
- ▶▶ Enhanced employee experience (less fatigue and strain), enabling them to focus on more value-added tasks