Automation Implementation for Beauty Retailer

New contract with e-commerce beauty retailer went live within six months with a focus on automation to enhance efficiency.

Customer challenge

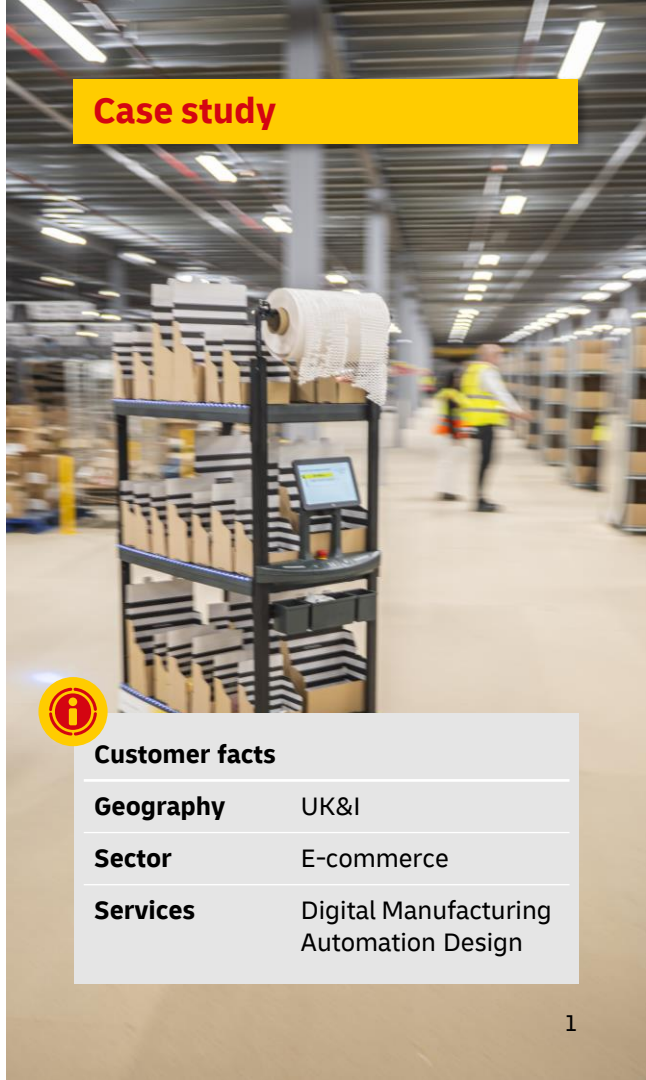
- In January 2024, DHL verbally obtained the agreement for an e-commerce beauty retailer contract.
- Automation for the Go Live had to be ready in six months.
- Customer needed a logistics provider to deliver customised and scalable automation within the tight deadlines.
- Customer had identified auto box closers as critical equipment which was currently on a twelve-month lead time.
- Our in-house Digital Manufacturing (DM) team had to recreate a version of this equipment at a reduced cost and lead time for the customer.

DHL solution

- Solution was presented through a Virtual Reality proposal.
- (DM) created a conveyor system to cater to the manual pack benches, automated box closers with automated labelling.
- Spiral conveyor connecting from the mezzanine floor to the ground floor, shipping label scanning, courier sortation and automated systemic dispatching.
- Designed and created a system ready for future applications such as robotic palletising.
- Real time and historical data capture that will support future continuous improvement.
- In-house maintenance team – support within one hour.

Customer benefits

- In-house creation of automated equipment meant that the go live of 2024 could be achieved when all other tender competitors could only deliver for 2025.
- Increased productivity due to tailored automation, that is scalable and will support the customer's growth journey from 18 million units shipped to 45 million units shipped in Year 5.
- 100k orders successfully shipped in the first four weeks of operation.
- Downtime reduced due to 24/7 system health monitoring due to real life data capturing.
- Average of further 7% productivity increase due to data capturing.
- DM are able to customise and adjust the layout based on the customer needs.



Case study

Customer facts

Geography	UK&I
Sector	E-commerce
Services	Digital Manufacturing Automation Design