

## Case Study

# Geek+ x George.

Apparel&Fashion

P800

Shelf-to-Person


## The Challenge

- Returns Management: High return volumes strained operations during peak periods.
- Fulfillment Efficiency: Needed faster order picking and processing.
- Storage Constraints: Limited space to handle fluctuating SKU volumes.
- Labor Inefficiencies: Manual processes increased costs and slowed operations.



## Geek+ Solution

- Solution Deployed: Shelf-to-Person
- 4-Sided Rack Design: P800 returns solution.
- Optimized Storage: availability for 700 SKUs and 7,200 units daily.
- Ergonomic Design: Improved ease of use and operational flow for workers.



**Chris Hall**  
Vice President, Asda  
Logistics Services

I'm delighted to see this project go live, supporting the growth of our George.com business. The collaboration between internal teams, AMH, and Geek+ has resulted in a high-quality solution that enhances the colleague experience and significantly improves operational effectiveness.

## Geek+ Impact

- Returns: Same-day restocking boosted availability.
- Fulfillment: Accelerated speed ensured peak efficiency.
- Space: Optimized storage maximized capacity.
- Workers: Automation reduced strain, enhancing productivity.
- Customers: Faster deliveries elevated satisfaction.

## About Customer

George, a leading UK-based clothing brand under the Asda family, is known for its affordable, high-quality apparel. With a growing online presence, George faces the challenge of managing extensive inventory and returns, especially during peak shopping seasons.