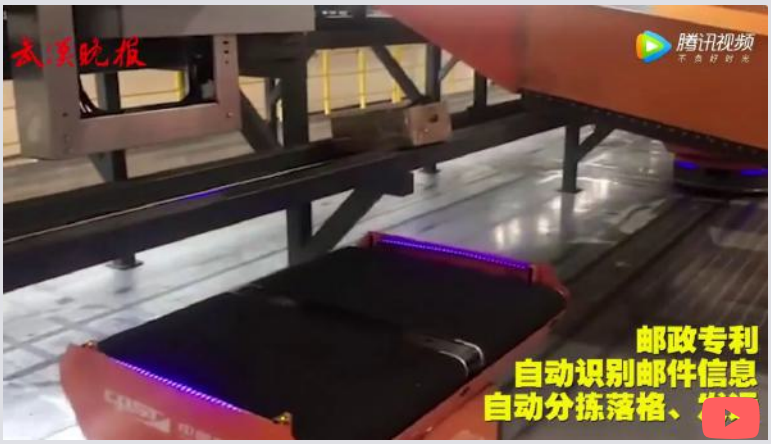
Case Study

Geek+ X 中国邮政 CHINA POST

3PL | Sorting

The Challenge

- Rapid surge in parcel volume strained space, speed, and sorting efficiency.
- High labor costs and manual sorting limited scalability.
- Extreme peak demand during major shopping festivals (618, Double 11).
- Needed a unified solution to sort both large and small parcels simultaneously.



Geek+ Solution

- Belt Sorting Robots: Optimized for express logistics, returns, and parcel distribution.
- 3D Modular System: Seamless coordination between automated units across the facility.
- Large-Scale Deployment: 320 robots operating across 5,000 sqm.
- Smart Scheduling: Algorithms reduce congestion and optimize sorting paths.
- Easy Integration: Fast deployment with minimal maintenance needs.

Geek+ Impact

- +60% Efficiency: Daily processing capacity exceeded 600,000 parcels.
- Higher Accuracy: Stable operations significantly reduced sorting errors.
- Lower Operating Costs: Low-maintenance AGV system reduced labor and facility expenses.
- Unified Operations: Large and small parcels managed in one automated flow.
- Scalable Nationwide: Successfully replicated at other China Post facilities.

About Customer

- China Post is one of China's largest logistics enterprises with a nationwide delivery network.
- Handles massive daily parcel volumes driven by e-commerce growth.
- Sought scalable automation to boost processing efficiency and support peak-season demand.