

## Case Study



Retail

P800

Shelf-to-Person

### The Challenge

- Complex Distribution: Managing logistics for a vast store network.
- Inefficiencies: Manual processes caused delays in sorting and picking.
- High Volume: Scaling operations during peak seasons was challenging.
- Data Integration: Needed a unified system for seamless operations.



### Geek+ Solution

- Solution Deployed: Shelf-to-Person
- PopPick & TTX WES: Combined robotics and task scheduling for full automation.
- Advanced Robotics: AGVs enhanced picking and sorting speed and accuracy.
- Intelligent Sorting: Automated labeling streamlined goods identification.
- Unified System: Integrated WMS, AGVs, and sorting for cohesive operations.

### Geek+ Impact

- Efficiency: Automation eliminated delays and boosted productivity.
- Accuracy: Robotics minimized errors in picking and sorting.
- Scalability: Easily handled peak logistics demands.
- Future-Ready: Positioned Starbucks for sustained growth and innovation.

### About Customer

Starbucks, a global coffeehouse giant, operates thousands of stores worldwide, delivering consistent quality and service. To stay ahead, Starbucks aimed to optimize its supply chain to meet growing logistics demands and ensure operational excellence.

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### The Challenge

- **Inventory Growth:** A diversified product line required efficient storage for higher volumes.
- **Space Constraints:** Maximizing storage density was critical to optimize warehouse space.
- **Scalability Needs:** Rising demand called for solutions that maintained speed and accuracy.



### Geek+ Solution

- **Solution Deployed:** Shelf-to-Person
- **Smart Sorting:** Advanced systems handled high-volume orders with precision.
- **Vertical Optimization:** Racking systems maximized floor-to-ceiling storage.
- **Real-Time Insights:** Dashboards provided full visibility into operations.



**Hirokazu Kato**  
President and CEO,  
Geek+ Japan



The Geek+ PopPick System is designed for high efficiency and can significantly improve the overall productivity of warehouse operations. This implementation will showcase to the market the next generation of warehouse automation, setting a new industry benchmark.

### Geek+ Impact

- **Efficiency:** PopPick robots enabled seamless item retrieval, handling up to 500 lines per hour.
- **Space:** High-density storage optimized warehouse capacity.
- **Scalability:** 318 robots worked cohesively.
- **Customer Service:** Faster, more accurate order fulfillment.
- **Innovation:** Positioned ASKUL for sustainable growth and future scaling.



### About Customer

ASKUL, a leading Japanese supplier of office supplies and equipment, has been a trusted name in the industry since 1993. Known for its dedication to operational excellence, ASKUL leverages innovative technologies to enhance its logistics network and deliver exceptional customer experiences.

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## Case Study



Retail

Roboshuttle

Tote-to-Person

### The Challenge

- Storage Constraints: Limited capacity in traditional warehouse setups.
- Diverse Inventory: Needed to handle various product sizes and types.
- Manual Inefficiencies: High costs and delays from manual inventory processes.
- Fulfillment Demands: Required speed, accuracy, and safety in operations.



### Geek+ Solution

- Solution Deployed: Tote-to-Person
- RoboShuttle + P40 Robots: Optimized dense storage and efficient picking.
- Four-Way Shuttles: Maximized vertical and horizontal storage space.
- Smart Tally System: Automated inventory distribution for faster outbound orders.
- Safety Enhancements: Robots adjusted picking heights to reduce operator fatigue.

### Geek+ Impact

- Space Utilization: Increased by 40%, maximizing warehouse capacity.
- Storage Capacity: Grew by 200%.
- Efficiency: Picking speed improved by 50%.
- Labor: Labor costs reduced by 50%.
- Accuracy: Achieved 99.99% precision.
- Sustainability: Low-carbon, noise-free system.

### About Customer

Comix Group, established in 1991, specializes in government and enterprise procurement services. Operating in over 120 countries, Comix delivers comprehensive solutions tailored to enterprise needs.



## Case Study



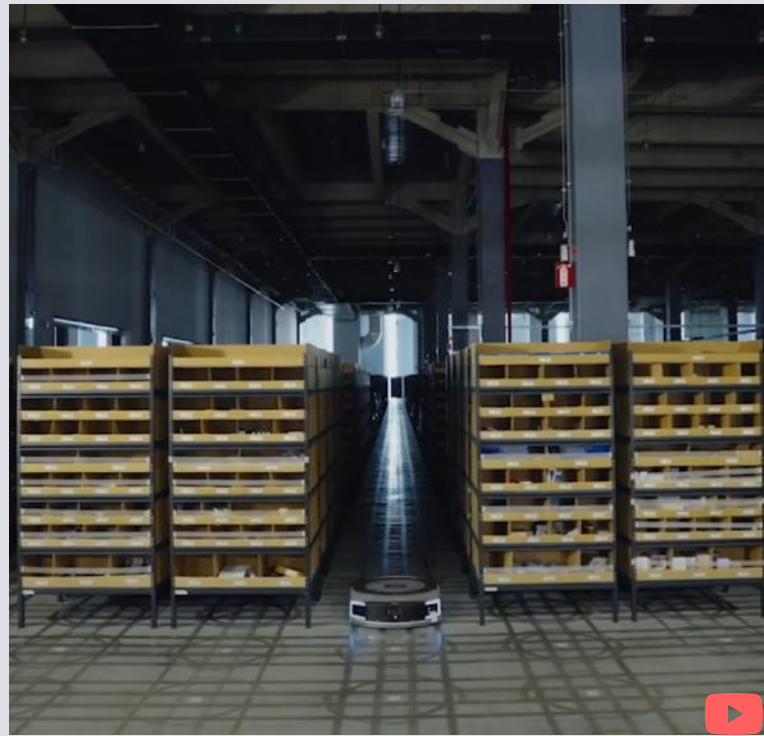
Retail

Pallet-to-Person

Tote-to-Person

### The Challenge

- Next-Day Delivery Pressure: Meeting 24-hour delivery standards for millions of customers.
- Manual Inefficiencies: Time-consuming picking processes reduced productivity.
- Scalability Needs: Seasonal peaks required solutions to prevent bottlenecks.
- Sustainability Goals: A greener logistics model to align with PChome's "green shopping" initiative.



### Geek+ Solution

- Solution Deployed: Pallet-to-Person&Tote-to-Person
- Pallet & Tote Systems: Automated goods-to-person shuttles reduced picking time.
- Lights-Off Operations: Robots operated without artificial lighting, cutting energy use.
- Scalable Design: Enabled efficient handling of 200,000 daily orders during peak periods.



**Ms. YuShan Zhang**  
CEO, PChome

“The deployment of Geek+ robots has revolutionized our logistics capabilities, transforming inefficiencies into strengths. With this partnership, we're able to keep pace with the evolving demands of e-commerce while adhering to our sustainability mission.”

### Geek+ Impact

- Efficiency: Robots tripled picking speed, ensuring on-time 24-hour delivery.
- Capacity: Daily order processing doubled, even during peak sales.
- Sustainability: Lights-off operations significantly reduced energy consumption.
- Environment: Robots reduced physical strain, creating safer conditions.



### About Customer

PChome, Taiwan's leading e-commerce platform, pioneered 24-hour delivery in the country. With over two decades of innovation, PChome serves millions of customers, combining technology-driven logistics with a commitment to sustainability.

## Case Study

# Geek+ X hunkemöller

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Shelf-to-Person

## The Challenge

- Space Constraints: Needed to fully utilize vertical warehouse space.
- E-commerce Growth: Rising order volumes required streamlined and scalable operations.
- Automation Goals: Sought a seamless, sustainable technology solution.



## Geek+ Solution

- Fleet of 160 Robots: Optimized movement and storage on an 8.6-meter-high mezzanine.
- Vertical Efficiency: Leveraged warehouse height for smarter storage and operations.
- Order Picking Precision: Enhanced speed and accuracy in item retrieval.
- Sustainable Design: Mezzanine floor provided by Anera B.V., aligning with eco-friendly goals.

## Geek+ Impact

- Efficiency: Faster, more accurate order picking.
- Storage: Maximized vertical storage unlocked underutilized capacity.
- Scalability: Modular system adapted to seasonal demand spikes.
- Sustainability: Eco-friendly infrastructure reinforced environmental responsibility.

## About Customer

Hunkemöller, a leading lingerie and retail brand in Europe, is renowned for its stylish products and customer-focused approach. The Almere warehouse in the Netherlands plays a pivotal role in fulfilling e-commerce orders efficiently while upholding the brand's high service standards.

## Case Study



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Shelf-to-Person

### The Challenge

- Managing a vast and diverse portfolio of 8,000 SKUs daily.
- Rising operational expenses due to heavy reliance on manual labor.
- Handling bulky and heavy items—large pet beds, cat litter, bulk dog food—created physical strain for workers.
- Ongoing labor shortages made it difficult to maintain efficient warehouse operations.



### Geek+ Solution

- Robotic Handling for Heavy Items: Deploying robots capable of efficiently transporting large and awkward pet products, reducing manual lifting.
- Automated Inventory Management: Intelligent automation improved slotting, replenishment, and overall workflow flexibility.
- Enhanced Employee Ergonomics: Automation minimized strenuous tasks, promoting a safer, healthier work environment.



**Sebastian Wiradharma**  
Director CEO at Singpet Pte. Ltd.

“In Singapore, the labor availability is always a challenge for warehouse owners. The situation is even worse for the pet industry where workers often need to manage heavy, awkward items. After adopting the Geek+ robots, we are better able to handle our stocks and can offer a more comfortable workplace to our employees.”

### Geek+ Impact

- 99.5% picking accuracy for reliable order fulfillment.
  - Safer, more comfortable working conditions for employees.
  - Full operational transformation achieved in two months.
  - Scalable robotic system supporting future growth.
  - Better customer experience through improved inventory visibility.
- Efficiency: Faster, more accurate order picking.

### About Customer

Asia PetWorld is a leading pet supply distributor handling 8,000 SKUs daily, from large pet beds to bulk dog food. Operating in Singapore's labor-constrained market, the company focuses on efficiency, safety, and high-quality service—strengthened by automation with Geek+.

## Case Study

Geek+ X



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### The Challenge

- New 13,000 m<sup>2</sup> logistics center supporting 300+ stores across Hong Kong
- Serving 600,000 daily customers
- Handling a wide variety of goods, including food, refrigerated items, and daily necessities
- Processing over one million items daily



### Geek+ Solution

- Deployed 100 Geekplus P800 picking robots in a 14,000 m<sup>2</sup> fulfillment center
- Operates 24/7 for continuous productivity
- Enables processing of over one million items daily
- Enhances efficiency and reliability in supply chain operations

### Geek+ Impact

- Tripled warehouse operational efficiency
- Reduced labor intensity and minimized manual errors
- Significantly improved picking accuracy and order fulfillment reliability
- Enabled effective daily handling of 1,000,000+ products, meeting high customer demand

### About Customer

Circle K, part of Alimentation Couche-Tard, is a global convenience store brand. In Hong Kong, its 300+ stores offer innovative products and services, creating fresh and engaging shopping experiences.



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### The Challenge

- Handling Diverse Inventory: Warehouse needed to manage both palletized and single-item picking efficiently
- Minimizing Manual Errors: Traditional processes prone to mistakes impacting product availability
- Space Optimization: Maximizing storage from floor to ceiling to accommodate growing inventory



### Geek+ Solution

- Pallet-to-Person Technology: Robots bring pallets to station operators for faster, reliable pick-and-pack
- Robots for Smart Operations: 30+ Geek+ picking robots and four-way shuttles deployed to optimize inventory movement
- Space Utilization Optimization: Leveraged vertical storage to maximize warehouse capacity



Michael Haas  
Supply Chain Director of  
DFI Retail Group

“We collaborated with Geek+ to establish the first Automated Smart Warehouse for Wellcome. Not only does it improve efficiency but it also saves us a substantial amount of space and cost.”

### Geek+ Impact

- Enhanced Efficiency: Operational efficiency increased 2X through streamlined picking and storage
- Error Reduction: Automation minimized human errors, improving inventory accuracy
- Space Maximization: Warehouse fully utilized floor-to-ceiling space for diverse inventory
- Safety Improvements: Reduced risks associated with manual labor
- Cost Savings: Long-term operational cost reductions and sustainability achieved

### About Customer

DFI Retail Group, a leading Asia-Pacific retail enterprise, operates multiple renowned brands, including Wellcome Supermarket—one of Hong Kong's largest chains—serving millions of consumers with diverse products and services.

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### The Challenge

- Large SKU volumes with storage capacity needing improvement
- Rapid e-commerce growth driving heavy order pressure
- High requirements for delivery speed and timeliness
- Diverse product categories and irregular sizes creating inventory management challenges



### Geek+ Solution

- Implementation of Geek+ PopPick, the next-generation tote-to-person picking solution.

### Geek+ Impact

- One-stop solution for complex storage and picking workflows
- 4× higher storage density compared to traditional light-duty shelving
- 4× improvement in labor productivity
- Refined and accurate inventory management
- High throughput capacity to support fast-growing operations

### About Customer

MOOGO Supply Chain Technology is a leading cross-border cold-chain enterprise in China. Its temperature-controlled automated warehouse, located in the Ningbo Free Trade Zone, covers more than 3,000 sqm.

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### The Challenge

- Surging Demand: Over 5,000 stores required efficient fulfillment during peak periods
- Manual Limitations: Traditional storage and manual processes caused bottlenecks
- Storage Constraints: Limited space restricted SKU capacity
- Response Time: Needed faster, more precise operations to meet tight delivery windows



### Geek+ Solution

- Pallet-to-Person ASRS: Optimized vertical storage, doubling capacity to 80,000 SKUs
- Advanced Picking Strategies: Batch and zone picking maximized throughput
- Dynamic Replenishment: Real-time store-based replenishment during idle hours
- Integrated Automation: ASRS robots worked alongside forklifts to enhance accuracy and reduce workload

### Geek+ Impact

- Enhanced Capacity: Storage space doubled, accommodating more SKUs
- Improved Productivity: Faster picking and replenishment
- Demand Preparedness: Efficient handling of peak loads and same-day deliveries
- Integrated Operations: Robots and forklifts improved accuracy and reduced labor intensity
- Future-Ready: Scalable logistics model supporting ongoing growth

### About Customer

Lianhua Supermarket, founded in 1991, is one of China's largest retail enterprises, operating hypermarkets, supermarkets, and convenience stores across 100+ cities.

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