

Breathe wastes no time in delivering prime solutions for leading online retailer

Breathe Technologies has provided specialist material handling solutions to the world's largest online retailer at two of its fulfilment centres, to increase the delivery speed of its online grocery business.

The rapid growth of its product and service offering especially in food retail has meant that this e-tailer is building and owning its relationship with the customer every step of the buying journey; from purchasing through to delivery. Investment in scaling infrastructure and warehouse automation has become key to ensure that inventory is optimised and shipping costs from its fulfilment centres are lowered.

Insert Breathe Technologies into the equation; its innovative and fast response solutions have made the smart warehouse technology provider, the integrator of choice for the dynamic conveying and sortation of product at three of the retail technology company's fulfilment centres.

Alongside Breathe, Codel Solutions has delivered a custom-built smart rack weighing solution, which integrates within the conveyor system, enabling 4 operator stations each equipped with 18 tote locations to independently weigh and check product before making the outward journey.



Rising to the challenge

The dynamic transportation system, is a three tier conveyance solution designed by Breathe to process ambient food product, at temperature controlled fulfilment centres in Birmingham and Milton Keynes. Managing the retailer's case volumes, the solution transports inbound cartons to operators for processing and takes complete outbound totes and waste cardboard away from operator stations.



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This solution will streamline what has traditionally been a very manual and inefficient process, when breaking down carton quantities and allocating totes of product to different sites, for the retailer. This has proven particularly important where the fulfilment centres don't have the capacity to store full case quantities of certain products.

Marijan Sever, Managing Director at Codel Solutions said: *“The solution implemented by Breathe Technologies and Codel Solutions is bespoke to the client and since its implementation has offered immediate speed and accuracy benefits. In addition to these benefits, the rack weighing solution provides additional ergonomic advantages, monitoring the weight of each tote to prevent overweight being lifted by a single person. Our smart racks are not only simple and easy to use, operators can be trained in a day, but they are scalable enabling the retailer to upscale its system at any point as capacity increases.”*

Providing a level of accuracy, the smart rack weighing solution has a number of scales to ensure the retailer's parcels are shipped correctly, on time every time.

In addition to this solution across the retailer's ambient product range, Breathe has also delivered a similar solution for its cold storage products at the Milton Keynes site. The Cross Dock solution enables pallets of cold goods coming into the operation to be handled as efficiently as possible. The process allows for case quantities to be divided, palletised and distributed as mixed SKU pallets between different sites.



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