

## CASE STUDY

# 'How logistics efficiency increases with order picking crates'

**In just a few years, Brandunit has grown from a garage-based company to an ambitious e-commerce operation. To keep growth stable and profitable the company has reviewed its main processes. Internal logistics is one of them. Efficiency improvement was achieved in order picking by reorganizing the warehouse, extensive automation and implementation of new hardware and tools. CurTec order picking crates play a role here.**

Brandunit is a merchandise wholesaler located in Waalwijk, Brabant. The company supplies licensed football items and fan merchandise for all major league clubs in the Netherlands and Belgium. In addition, the company has a wide range of toys from major brands such as Lego, Playmobil, Vtech and more.

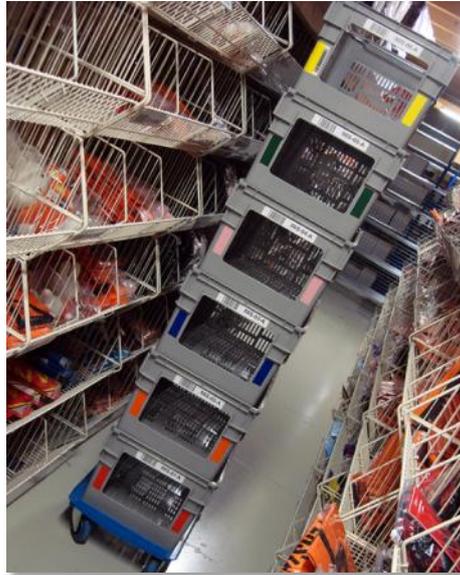
In terms of distribution Brandunit has two distinct streams: retailers and consumers. Brandunit ensures added value in both channels by maintaining a broad range. The advantage for retailers is that they can invest less in stock and still offer a full range. Consumers get a wider choice than in traditional retail and fast delivery.



That means that Brandunit now holds over 10,000 merchandise items. The sale of the products occurs mostly via the webshops Sinqel and Studio 100 and deliveries are carried out from the central warehouse in Waalwijk. Orders placed via a webshop can be directly converted into digital pick lists after financial checks. The order picker is controlled via a scan watch (from Logitrade) where the pick lists can be found. Scan watches make picking more ergonomic, faster and therefore cheaper. The items are then collected, checked, packed and shipped to retailers or consumers.

## CASE STUDY: 'HOW LOGISTICS EFFICIENCY INCREASES WITH ORDER PICKING CRATES'

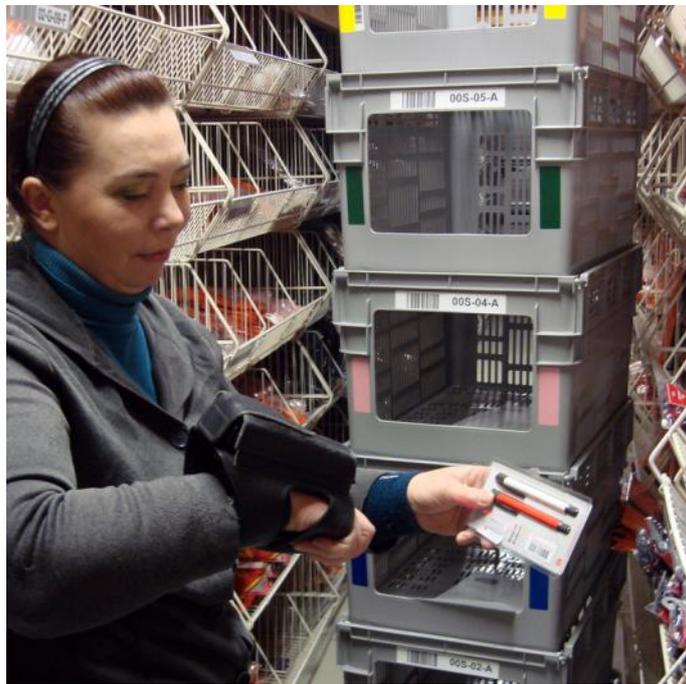
The warehouse is designed with the product dimensions in mind. Brandunit distinguishes between small, medium, large and extra large products. The picking locations of small items are on narrow aisles. This compact design increases the capacity of the warehouse. For order picking of small items, batch picking is used. The combination of batch picking and compact design ensures fewer and shorter walking distances for order pickers and thus increases efficiency.



To enable batch picking in narrow aisles Brandunit has chosen a compact, lightweight and flexible order collector, consisting of a dolly with six CurTec order picking crates. The order picking crates offer some distinct advantages.

The order picking crates have an order picking opening on the short side with plenty of space around it to apply labels.

Brandunit adapts the put-to-colour principle: each picking box on the collector has a coloured label and a barcode label. Each colour stands for a customer and the order picker is instructed to combine the items to be picked according to colour.



*Scanwatches make picking more ergonomic and faster and therefore cheaper*

Another advantage of the CurTec order picking crate is the stacking and nesting function. Once the items are collected for a batch they are made ready for dispatch on packing tables. The empty boxes can then be nested on each other so that they take up as little space as possible.

## CASE STUDY: 'HOW LOGISTICS EFFICIENCY INCREASES WITH ORDER PICKING CRATES'

For Brandunit it is also important that delivery continuity is guaranteed by the CurTec order picking crates. The advantage is that the company can continue to grow and in a few years it can still order the same boxes to expand the current order picking system.

The redesign of the magazine has provided a better utilization of the available space. The execution of the order picking process is more efficient and cheaper through the investment in scan watches and flexible order picking crates. And the investments deliver daily cost advantages for Brandunit.

### Brandunit B.V.

Founded in 1978 as International Products Tilburg | Football merchandise specialist | Trading as Brandunit since 2008 | "Fun" merchandise added to range | Based in Waalwijk | 11 employees

Wholesale website:

[www.brandunit.nl](http://www.brandunit.nl)

Consumer sites:

<http://www.singel.com>

<http://www.waveboard.nl>

<http://webshop.studio100.be/>

Address:

Keurweg 8, 5145 NX Waalwijk, Tel: +31 416 651755

---

### FREE SCAN

Formulating packaging requirements is not an easy task. But CurTec can assist you. Let us review your supply chain! We can perform a **Packaging Scan** which results in a **FREE** guideline that helps you to select the optimal packaging solution.

LEARN MORE



### CONTACT

[curtec.en@curtec.com](mailto:curtec.en@curtec.com)

UK & Ireland: +44 20 3514 4624

North America: +1 908 450 9816

All other countries: +31 161 221 911

[www.curtec.com](http://www.curtec.com)