

INDUSTRY: Grocery / General Merchandise

USE CASE: Store Replenishment Fulfillment

BG SOLUTION: Robotic Product Sortation

THE CHALLENGE:

This retailer wasn't looking for a revolution — they needed evolution. At one of their Midwest distribution centers, the operations team faced a critical challenge: how to support rising demand without overburdening workers or disrupting the systems already in place. To keep stores reliably replenished, they needed automation that worked with their people — not around them — and operated within the footprint they already had. The question wasn't "How do we replace it all?" — it was "How do we make it better?"

They set out to modernize store replenishment without ripping out infrastructure or compromising the flow that kept shelves stocked. The goal was to boost performance, reduce manual touchpoints, and enable long-term growth — all within a brownfield environment.

SOLUTION: Robotic Sortation, Built for Integration and Growth

Berkshire Grey deployed a Robotic Product Sortation system designed to slot directly into the existing warehouse layout. Instead of displacing infrastructure, the solution was designed to work with it. A true brownfield installation.

KEY ATTRIBUTES OF THE SOLUTION:



ASRS Integration — BG's system was designed to interface with legacy shuttle ASRS.



Space Efficient Deployment — Modular semi-automated stations installed in the manual put wall area, working around existing columns and equipment.



Minimal Workflow Disruption — BG developed custom integration with existing software stack to avoid unnecessary change orders.

QUANTIFIED BENEFITS

3x

pick productivity
improvement

60%

FTE reduction

AFTER GO-LIVE: Collaboration and Continuous Improvement

Deployment was just the start. Realizing the full potential of the integrated system required ongoing collaboration between BG and the customer. After overcoming initial challenges, joint efforts led to:

- **10-15% throughput increase** from logic tuning, software updates, and operational validation.
- **Successful WMS order cartonization upgrade** to support business strategy shift.
- **Continuous support** through ASRS software end-of-life transition.

Today, BG Robotic Sortation is among the site's most stable solutions, with expansion being actively considered.

“BG stuck with us through every stage — from early design to long-term optimization. The system performs, and the relationship continues to grow.”

