



CUSTOMER
Top 10 Beauty
Products Retailer

INDUSTRY
Health and Beauty

USE CASE
eCommerce Fulfillment

eCommerce Fulfillment Success Story

“As a leader in digital innovation, we are committed to providing best-in-class e-commerce that is powered by best-in-class technology.”

— Facility Manager
at leading beauty
products company

One of the world’s largest beauty products companies chose Berkshire Grey solutions to increase order fulfillment throughput and streamline warehouse operations.

Customer Challenges

The huge growth in eCommerce sales for a top 10 beauty products retailer and growing customer expectations for same-day delivery and Buy Online Pickup in Store (BOPIS) drove the company to look for ways to increase order fulfillment throughput.



75%+ YoY eCommerce growth and unpredictable growth going forward.



Rapidly increasing daily eCommerce demand for small orders containing small products.



Limited and shrinking labor pools for warehouse and retail staff in most geographies.



Capacity within existing warehouse facilities using existing solutions was maxed-out with no option to expand.



Any new solution needed to integrate with existing operations and workforce.



Berkshire Grey Solution

With Berkshire Grey's **Robotic Shuttle Put Wall with Identification (RSPWi)** this beauty retailer is able to increase throughput, improve productivity, and support massive eCommerce sales growth with existing facilities and workforce.

Benefits:

- **Increases order sortation throughput** by up to 300%.
- **Accommodates nearly 100% of typical SKU assortments**, including small items with odd shapes such as cosmetics, as well as larger items such as gift boxes, all within one system.
- **Integrates with existing fulfillment processes** with no disruption to ongoing operations.
- **Provides sort locations for up to 240 orders** to be processed at the same time in a single automated robotic put wall (compared to the industry average of 80 orders for a manual put wall).
- **Improves upstream batch inventory pick rates** by up to 33%.
- **Supports 24/7** order fulfillment needs.
- **Enables rapid adoption**, requiring less than an hour of training for the operator to be proficient.
- **Automates the sortation process** using fewer operators.

What You Get With Berkshire Grey

Intelligent and highly scalable robotic systems identify and sort items into a 240-bin put wall, enabling a 300% increase in sortation throughput without adding labor.

Scale easily — Implement multiple robotic systems to increase throughput and reduce labor.

Integrate into any environment — Compatible with both manual and automated processes.

Replenish just-in-time — Higher order throughput enables you to meet customer expectations for same-day delivery and Buy Online Pickup in Store (BOPIS).