



“Sparck’s 3D packaging technology helps us boost our e-commerce growth while cutting down the number of trucks on the road by threefold.”

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Supply Chain Director, King Jouet

## Requirements

Handle growing order volumes

Improve efficiency in packaging area

Be peak resistant

Eliminate air and void fillers

## About King Jouet

As a leading distributor of toys and games in France, King Jouet’s mission is to “make children’s dreams come true and support parents.” With its presence across France, Switzerland, Luxembourg, and Belgium, this family-owned company, with over 35 years in the business, operates 400 stores. With ambitions to become “Santa’s elves” in logistics, King Jouet has rolled out a successful omni-channel strategy to offer customers top-notch shopping experiences.

## Challenge

E-commerce is a big growth driver for the group, accounting for 15% of its business, with a goal to hit 25% in three years. To manage the rise in online sales, especially after acquiring 117 Maxi Toys stores in 2022, King Jouet expanded its logistics platform in Isère, France.

Three new units of 18,000 square meters were built, one dedicated entirely to online orders. To reduce shipping volume and handle the increase in orders during peak times like Christmas or Black Friday (sometimes hitting up to 15,000 orders a day!), King Jouet figured it was also time to give their packaging area a modern upgrade.



## Solution

The CVP Impack lets King Jouet pack both single and multi-item orders in right-sized boxes. With a dual induct station, two operators can reach maximum productivity; packing speeds of up to 500 boxes an hour. Orders are 3D scanned to determine the ideal box shape and size, which is then automatically cut from the card feedstock, creased, folded around the order, and labeled in one seamless flow. Today, 85% of the brand’s e-commerce flow is handled by Sparck’s 3D tech.

By packing fit-to-size, the CVP has enabled the retailer to significantly reduce cardboard and material usage. King Jouet sees a 85% overall reduction of void fillers and has reduced cardboard purchases by 20%. Cutting nearly 45% of empty space in packages has also significantly impacted transport operations. Beyond more accurate billing based on volumetric weight, King Jouet has reduced the number of trucks on the road by threefold, lowering its carbon footprint for customer deliveries.

With one of the most efficient automated packaging systems, King Jouet aims to lead in logistics equipment, enhancing its competitiveness while making a positive environmental impact. Installed in just 96 hours, the CVP Impack from Sparck Technologies empowers King Jouet to keep growing e-commerce sales and meet targets.

## Benefits

85% overall reduction in void fill materials

45% reduction of air in boxes

20% reduction in cardboard usage

3x less trucks on the road

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