



“With CVP Impack, UTOPYA aims to hit the efficiency levels of e-commerce giants.”

Aldric Meneghel
founder and CEO of UTOPYA

Requirements

Superfast and reliable packaging

Eliminate oversized packaging

Ability to manage peak demands

Protective packaging of fragile items

About UTOPYA

UTOPYA is a dedicated specialist focused on improving the repairability of tech devices, particularly smartphones. Founded by Aldric Meneghel in 2013, this innovative startup supplies thousands of spare parts to professionals and repair centers across France and Europe. UTOPYA started in a modest 9 m² space and has since become a key player in the circular economy. Today, UTOPYA operates from 3.000 m² of warehouse space in Lyon, shipping over 15,000 different components and delicate smartphone parts across the European market.

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Challenge

Choosing to repair a smartphone instead of buying a new one heavily depends on the availability and delivery speed of spare parts. In the fast-paced world of quick repairs, every minute counts. Speedy part availability not only boosts operational efficiency but also helps repair centers fulfill their promise to customers: returning smartphones the next day, not in 48 hours. Keeping this promise is crucial for customer satisfaction; any delays risk damaging trust between the customer and the repairer. The goal is to maintain a seamless promise of speed and reliability, ensuring customer satisfaction and loyalty in the competitive smartphone repair market.

Startups like UTOPYA face immense pressure, often surpassing that of major e-commerce leaders, due to tight schedules and the need for extraordinary productivity. Moreover, UTOPYA's shipments often include fragile, high-value tech products. Packaging automation emerged as the only way to consistently create reliable, high-quality packaging, reducing the errors and omissions that come with manual packing, especially during peak times.

Solution

Without automation, fulfilling customer satisfaction and maintaining brand commitments would be nearly impossible for UTOPYA. From 5 pm to 7 pm, UTOPYA experiences a surge, accounting for 70% of its daily sales. During these critical two hours, the CVP Impack is indispensable, enabling peak performance and flawless execution.

As a tech-savvy company with a strong digital culture, UTOPYA doesn't see itself just as a logistics operator. The introduction of the CVP Impack has added a technological edge to the company's operations, allowing team members to engage in more fulfilling tasks beyond mere cardboard shaping. Aldric Meneghel: “The CVP Impack not only reassures our partner brands and customers, but our staff also see this innovation as a valued team member”.

The Impack also helps UTOPYA achieve its environmental goals by cutting down on over-packaging, avoiding air shipping, and optimizing truck loading. This has boosted UTOPYA's image as a pioneer in the circular economy, marking it as an innovator. The CVP technology has become an integral part of UTOPYA's ecosystem, reassuring partner brands, customers, and team members alike, who see this innovation as a vital asset.

Benefits

Able to meet tight cut-off time

Sustainable packaging

Reduced errors and omissions

Peak proof packaging

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