

Automation for Speed & Flexibility

“ We previously used a few standard sized boxes, and this often resulted in us shipping a toothbrush in a box that was much too big, big enough for a microwave. With the CVP-500, each and every box is fit-to-size, no wasted corrugate, no shipping air and no need for void

BART HAMMEN, SITE MANAGER FOR CEVA LOGISTICS

There is more to packaging than a sturdy wrapping our a product. Good packaging enhances the customer experience and has a minimal impact on the environment.

CHALLENGE

As a 3PL, CEVA Logistics supports multiple companies around the world, providing services from production to final delivery. Bart Hammen, site manager for CEVA Logistics, needed to eliminate the very labor-intensive manual packaging process that was bogging down throughput, especially with an ever-changing order profile.

“The branch in Venray, Netherlands is equipped for fulfillment of consumer lifestyle products, from coffee machines to toothbrushes and everything in between,” said Hammen. CEVA ships products direct to retailers and shops around the globe but is more frequently shipping direct-to-consumers. “So, the order profile is increasingly intricate and constantly changing,” added Hammen. When Hammen went looking an innovative way to automate his packaging process, he knew he needed a packaging machine that could box thousands of custom-sized single- or multi-item orders a day.

SOLUTION

Hammen found the CVP-500 Automated Packaging Solution, an in-line auto-boxer that measures, constructs, tapes, weighs and labels each order every seven seconds



while creating a custom-fit parcel using only one operator. “The fact that we were able to conduct an open test is worth its weight in gold,” said Hammen, after the CVP-500 packed thousands of their diverse-sized products to see the reliability and how much packaging material would actually be saved. Upon final delivery, the CVP-500 was fully operational within a few days and already optimizing all steps of their parcel fulfillment. “They trained our employees both operationally and technically, and together with our people, they constantly reviewed the operation during installation. It wasn’t just an hour’s

observation, but it lasted several days until both parties were happy and confident with the CVP-500,” said Hammen.

RESULTS

When CEVA Logistics added an automated packaging solution to their fulfillment process, they saw:

- 850,000 orders packed annually by the CVP-500
- Greater than 30% reduction in shipping volume
- € 60,000 cost reduction in void fill usage