



“We promise our customers a fast and flawless delivery. The CVP Impack Automated Packaging Solution makes this possible.”

Requirements

Utilize automation to create fast, custom packaging

Reduce shipping volume of oversized boxes and save on corrugate spend

Reduce manual labor dependence

Create a unique, recognizable customer experience with branded corrugate

Challenges

Blokker is the largest non-food retailer in the Netherlands and has been an integral part of any Dutch shopping street since 1896. Today, it's the omnichannel shop that's always nearby with relevant and surprising products, offering household, electronics, cooking and baking, and home living products.

Customers can shop 24/7 on Blokker's website and choose from the tens of thousands of products that are sent from their warehouse in Geldermalsen, Netherlands. Blokker's dedication to a positive customer experience, promise of quick delivery, and desire to minimize costs led them to an automated packaging solution.

Solution

Blokker turned to the CVP Impack Automated Packaging Solution, an in-line automated technology that measures, constructs, tapes, weighs, and labels each order every seven seconds while creating a custom, fit-to-product box using only one operator. The CVP Impack integrated seamlessly with Blokker's packing fulfillment operation and allows them to auto-box a diverse size and range of products. Once the order is processed into Blokker's system, an employee picks the new order in the warehouse. Next, the order is put in a crate and placed on a conveyor belt that leads to the CVP Impack. Finally, each unique

single- and multi-item order of hard or soft goods is auto-boxed in one seamless process, a shipping label is applied, and it is advanced for shipping. The vast majority of all online orders are processed by the CVP Impack. Every day, thousands of orders are packaged in the smallest possible custom-fit box. This has led to a 20% reduction in corrugate use. Despite the strong increase in the number of orders, a custom-fit box also means an annual cutback in shipping volume of approximately 30%. By getting rid of the void fill and limiting the shipping volume, the CVP Impack contributes to a sustainable packaging process.

The CVP Impack Automated Packaging Solution is 10X faster than manual packaging, allowing Blokker to keep its promise of a fast delivery. The cardboard used to fold the box is entirely in the company's corporate style, so the consumer receives their order in a fit-to-size box with the familiar Blokker branding on it.

Benefits

A 20% reduction in corrugate usage

A 30% shipping volume reduction

A unique, Blokker branded customer experience

Reduced pressure on labor resources

Let's talk about automated packaging

sparcktechnologies.com

blokker.

