



“The CVP Impack Automated Packaging Solution brings flexibility and productivity while also being more sustainable by using less void fill.”

Allen Krief
CEO at DeinDeal.ch and MyStore.ch,
a subsidiary of Ringier AG

Requirements

Accelerate packing speeds to meet customer demands

Enable packaging flexibility while reducing manual labor dependence

Reliable automation that will scale with growth

Create a unique unboxing experience for two different brands using one solution

Challenges

DeinDeal.ch, a well-known flash sale provider located in Switzerland, offers many consumers the opportunity to purchase luxury brands at discounts of up to 70 percent. When they merged with MyStore.ch in 2016, a subsidiary of Ringier AG, CEO Allen Krief knew his customers were not only looking at the price of the product, but also how quickly the products are delivered. However, fast delivery demands require reliable logistics and more fulfillment efficiencies, especially during peak seasons.

Initially, the packaging process was done manually, but as the volume of parcels grew, it became increasingly challenging to keep up with demand. With this in mind, Krief needed a reliable yet flexible solution that would streamline its supply chain for both brands.

Solution

In 2018, Krief added a CVP Impack to their arsenal of customer enhancing and cost savings tools, allowing them to overcome their packaging challenges. “I was excited about how it worked because the CVP Impack brings flexibility and productivity while also being more sustainable by using less void fill,” said Krief.

As DeinDeal and MyStore were able to get more orders out the door quicker and more efficiently, it allowed them to scale up their operation. At the beginning of 2021, they decided to move to a larger distribution center and add a new generation CVP Impack due to the success of their first fit-to-size automated packaging solution.

Today, nearly 700,000 items are stored in their Geneva, Switzerland distribution center, and roughly 200 employees process up to 7,000 orders daily. Not only is Krief pleased with their sales this year, but also with their packaging efficiencies due to the CVP Impack. As a result of customized boxes, the company saves around 30 percent on corrugated cardboard. Compared to previous years, DeinDeal uses about a third fewer truckloads due to the reduced transport volume. The company has also seen an increase in customer satisfaction when they eliminated void fill. For 95 percent of orders, DeinDeal no longer needs any material void. Instead, very fragile goods are protected with suitable material.

Benefits

Ability to manage sudden peaks in demand with no additional labor

Auto-box a broad assortment of items in varying sizes

30% reduction in corrugate consumption

Fit-to-size packaging reduced shipping volume by 20%

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about
automated
packaging

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