

CASE STUDY

KICKS

Experience the Flow: Beauty Supplier KICKS Banks on Highly Automated Omnichannel Strategy



Modern logistics solution brings beauty retail up to speed



system
video

KICKS is a leading retail chain offering beauty products in the Nordic countries, specializing in cosmetics, skincare, fragrances and haircare. With approx 250 stores in Sweden, Norway and Finland as well as an online shop, KICKS offers a wide range of goods including famous brands and their own store brand. The omnichannel strategy connects brick and mortar stores with a strong online presence to provide a seamless shopping experience, including click and collect. Scalable and flexible logistics were essential to bring this flow to the shopping experience of KICKS' customers.

The success of the omnichannel solution required above all scalable logistics that could quickly adapt

to changes. With that in mind, KNAPP designed an automation solution for KICKS that would usher their entire logistics and warehouse processes right into the future. The heart of the solution is the automatic high-performance storage system Evo Shuttle 1D, which operates using state-of-the-art shuttle technology. Around 90 percent of the items can be stored in this system. An impressive 80 percent of orders are picked supported by a high degree of automation at one of seven goods-to-person Pick-it-Easy Evo work stations, which ensure the efficient and error-free preparation of orders for shipping under comfortable, ergonomic working conditions. The entire solution has an even greater level of automation thanks to the Vertical Push Tray sorter for dispatch sorting,

rapidly sorting ready-for-shipping packages for maximal delivery efficiency.

The expansion shortly after the 2023 go-live showed how flexibly the entire system could be adapted to new circumstances. The acquisition of the Skincity brand, predestined for the e-commerce business, required another Pick-it-Easy work station as well as a fully automatic carton line for small cartons. The entire expansion started up just a few months later.

KICKS

Sector
**RETAIL STORE CHAIN
FOR BEAUTY PRODUCTS**

Location
**DISTRIBUTION CENTER
IN ROSERSBERG, SWEDEN**

~ 5 BILLION SEK
Revenue

85
Employees
(warehouse)

Delivery area
**SWEDEN,
NORWAY, FINLAND**

29.000 m² (312.153 FT²)
Warehousing space

Business areas
**SALES AND DISTRIBUTION OF
COSMETICS, INCLUDING THEIR
HOUSE BRAND**
(OMNICHANNEL WITH STORE DELIVERY,
E-COMMERCE AND CLICK&COLLECT)

In operation since
2023
**2024 EXPANSION (PICK-IT-EASY
WORK STATION, S LINE
AND S CARTON LINE)**

Technical solution
**EVO SHUTTLE 1D,
PICK-IT-EASY WORK STATIONS,
FULLY AUTOMATIC CARTON
HANDLING IN THREE SIZES,
VERTICAL PUSH TRAY SORTER**

knapp.com



Greater cost efficiency and more service

01

A modern distribution center

The aim was to operate retail and online from one source and, in parallel, to combine two old warehouses and the services of the 3PL supplier in a central, highly automated distribution center. This resulted in greater cost efficiency and maximized the delivery speed.

02

Omnichannel solution

All the sales channels, from classic retail stores to online orders and click and collect were to be delivered from a central location.

03

Maximum speed

In the cosmetics sector, not only is the competition fierce, but new products are rapidly developed which affects how these products are placed. Structures must be in place to assimilate these new products into the product range in order to be able to offer them to customers very quickly.

04

Flexibility and dynamics in process sequences

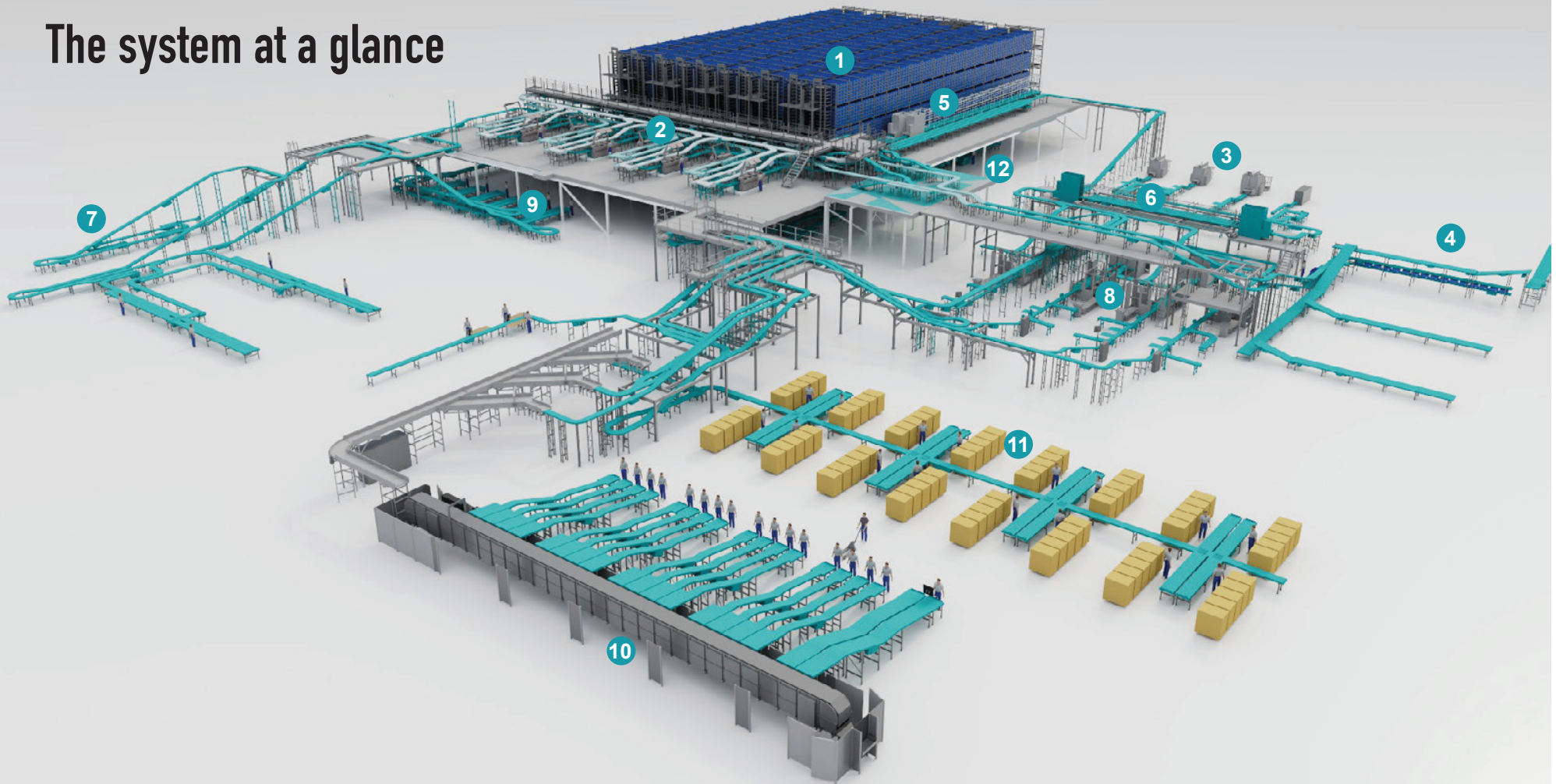
Trends on TikTok and the like have a big influence on the buying behavior of consumers, which is why automation solutions need the design that allows them to make rapid adaptations to changes.



**“Our logistics must be fast to be able to offer new trends
and products to our customers rapidly.”**

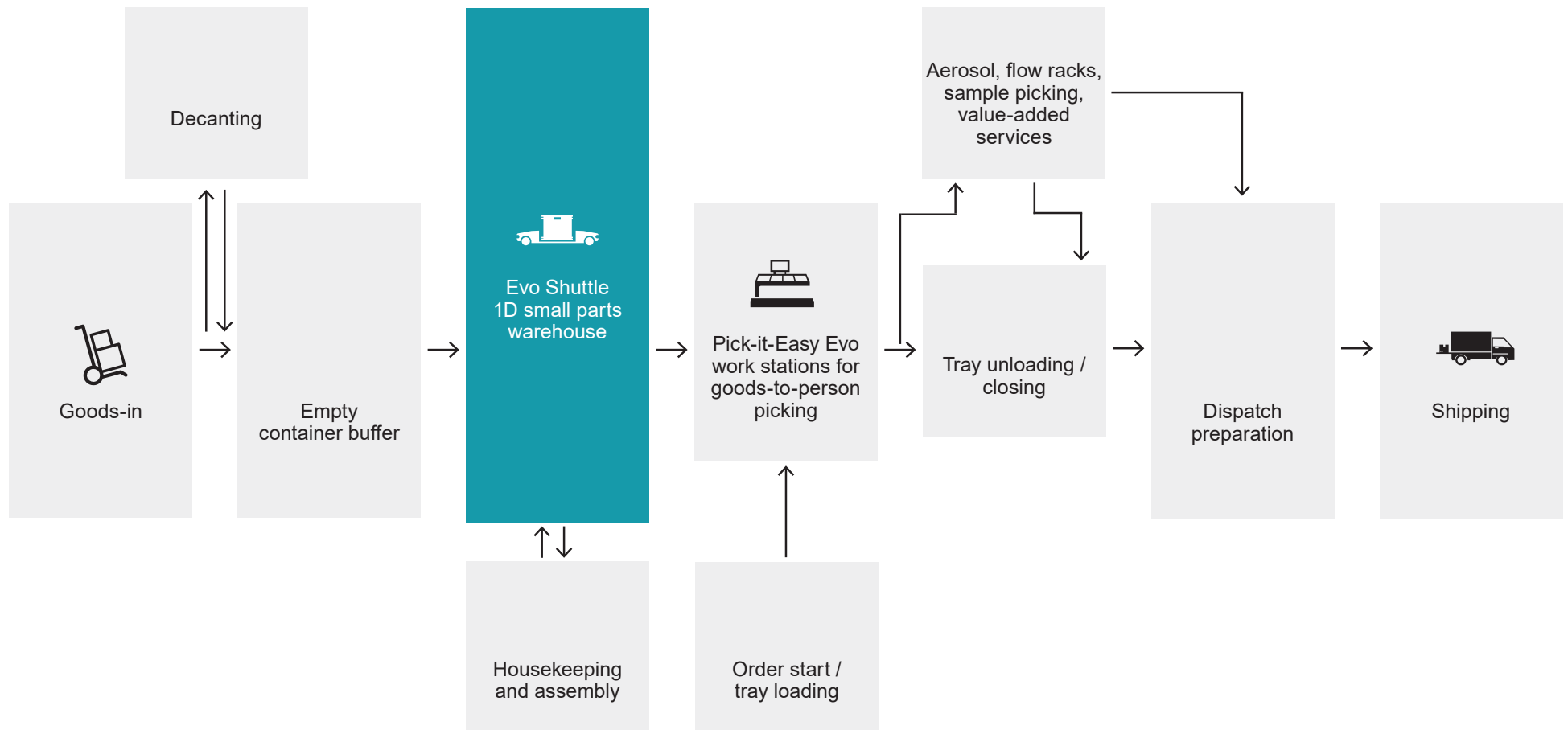
David Heeroma
EVP COO
Matas Group

The system at a glance



- | | | | |
|---|---|--|---|
| <p>1 Evo Shuttle 1D
5 rack line systems, triple-deep storage, 30 levels, 150 shuttles</p> <p>2 Pick-it-Easy Evo work stations for goods-to-person picking</p> | <p>3 Vertical Push Tray Sorter</p> <p>4 Decanting</p> <p>5 Empty container buffer</p> <p>6 Container buffer</p> | <p>7 Aerosol product picking</p> <p>8 Carton closer</p> <p>9 Value-added services work station</p> <p>10 Vertical Push Tray Sorter</p> | <p>11 Sorting for store deliveries</p> <p>12 Housekeeping</p> |
|---|---|--|---|

Material flow



Central warehouse processes



Goods-in

Incoming goods arrive in cartons on pallets. Once checked and registered in the inventory control system, items are unpacked at the decanting stations, placed in storage containers and automatically put in storage inside the Evo Shuttle system.

The goods are checked as to whether they need gentle handling because of a specific characteristic, which is then taken into account along the entire material flow.



Storage

At KICKS, around 90 percent of all items are stored in the Evo Shuttle 1D. Aerosol products and other sensitive products that are not suitable for storage in the Evo Shuttle are stored in flow racks. The Evo Shuttle has room for about 64,000 storage locations, supplying the goods to the people at the Pick-it-Easy Evo work stations, where items are picked for store deliveries, click and collect and online orders.



Picking

The high degree of automation means that 90 percent of order lines are efficiently picked at the seven goods-to-person Pick-it-Easy work stations. Only aerosols and other sensitive items are added manually to the shipping cartons at a separate step, usually taking place before the shipping cartons arrive at the Pick-it-Easy station. The shipping cartons are set up and glued in three different sizes automatically and loaded on a tray and conveyed to the work station. At one Pick-it-Easy work station, up to 680 shipping cartons can be processed per hour.



Shipping

When all the items for an order have been picked, the carton is reduced in height to a minimum, closed and provided a shipping label at the labeling and application station. Selected items will require addition filling material or another service, which is added at a separate area below the mezzanine. The online orders are conveyed to the sorting system, the Vertical Push Tray Sorter, and sorted. Items marked as *droppable* are automatically dropped into the carts, while packages with more sensitive contents are processed manually. The packages for shop delivery are allocated to the sorting belts and prepared for shipping.

Fit for the future: Automation is what makes KICKS fast, flexible and ready for omnichannel

KICKS made the strategic decision to fully automate their distribution center, which is even more important as they implement an omnichannel approach. Be it store deliveries, click and collect or online e-commerce orders, it won't matter from which channel the order originates. This translates not only to lower operation costs, faster processing and delivery, but also consistent order handling in the different sales channels.

The high-performance Evo Shuttle 1D is the central element of the automation solution. This system is freely scalable in terms of length and width and utilizes space very effectively. At KICKS, two further rack line systems have been designed into the plan, so the automation solution can expand to keep up with the company's success.

30 000
SKUs

64 000
Storage locations

90 000
Lines / day

45 000 (E-COM)
Order volume / day

Individually strong, unbeatable as a team: Evo Shuttle and Pick-it-Easy work stations

Our shuttle system is at the heart of numerous automation solutions implemented in various sectors. Racks up to 30 meters high (98 ft) and multiple-deep storage maximizes storage capacity and uses the available space efficiently. Sensitive products are handled gently in the system, thanks to the low level of vibration, regardless of system size. The integrated software provides a comprehensive overview of stock and also controls central warehouse processes such as storage and retrieval, picking, buffering as well as the sequencing of goods or orders.

Another important technology is found in our Pick-it-Easy picking stations, which live up to the modern logistics motto of “work smarter, not harder”. These workstations allow for optimal workflow in terms of ergonomics, efficiency and error-free working, creating a productive and safe work environment.

Pick-it-Easy work stations furthermore provide ergonomic workflows and an intuitive easyUse user interface, which employees learn to operate quickly. This eases the physical demand on the employee, creates an attractive work environment and increases the motivation of the employees. With software-guided workflows and the goods-to-person principle, Pick-it-Easy work stations raise efficiency. Picking is error-free thanks to control technologies that check the weight and process images almost immediately. The modular design of the system allows customization for the efficient use of space, which is ideal for different types of goods and work processes.



Smart service provider

Since the ramp up phase, the Rosersberg KICKS location has been supported by a Resident team of qualified KNAPP service technicians. They are responsible for the servicing and maintenance tasks and continually search for opportunities to optimize the overall system. Maintenance management with our KiSoft CMMS is transparent and digital, from spare parts management to creating comprehensive reports. Should unforeseen problems arise, the Resident team furthermore handles the incident management, working with our KNAPP Service Desk.

KICKS is taking advantage of a wide range of our IT services, so we see to it that the entire IT infrastructure operates reliably, thus ensuring high availability and stability of the system.





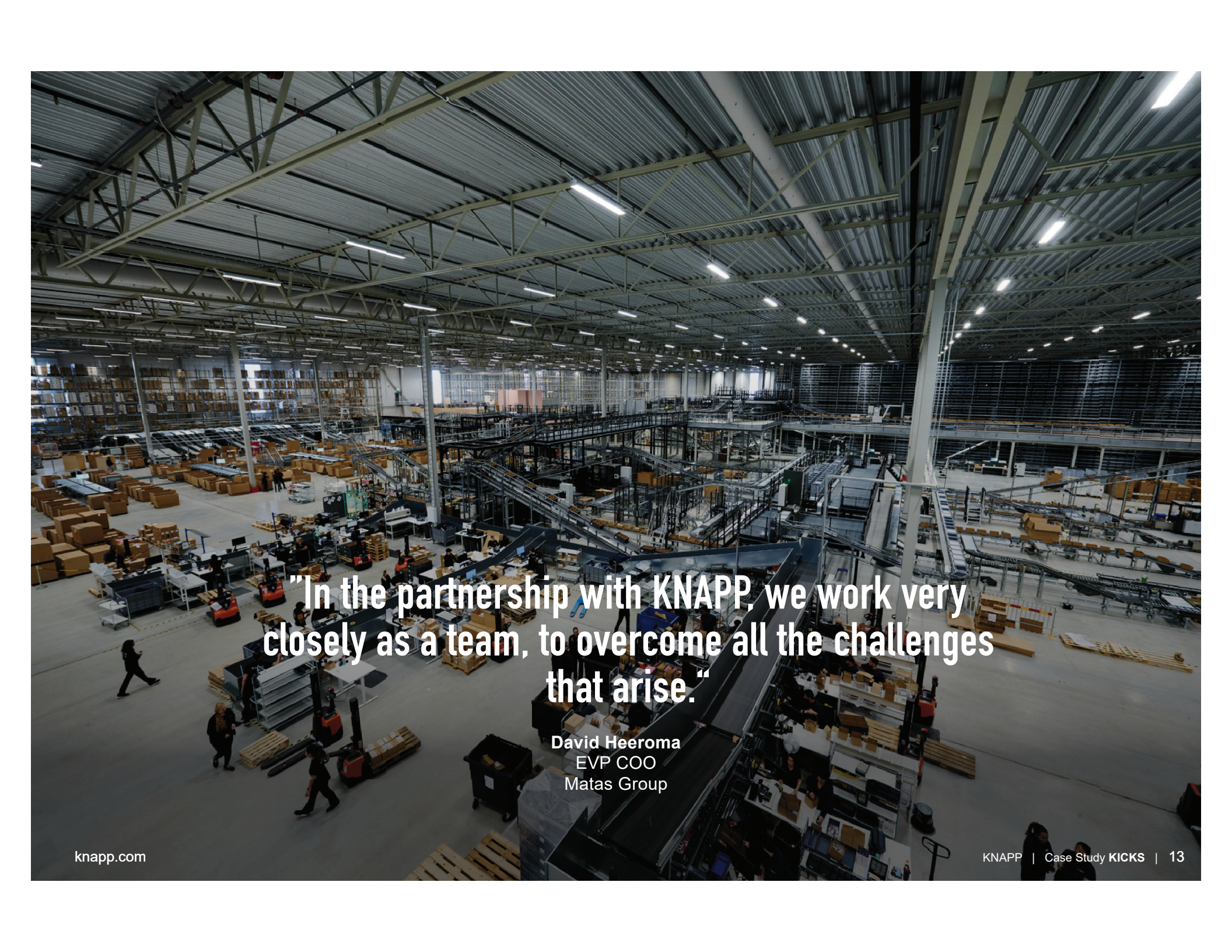
The search for the best technology partner

The challenges of the sector can be summarized generally in two major influencing factors: Speed and a lot of competition. However, the right logistics is the key to success. “We did a long, thorough search during the sourcing phase, before we selected KNAPP as our supplier,” relates David Heeroma, EVP COO of the Matas Group. “We expect a partner to be solution-oriented and proactive, and we feel that KNAPP has this to offer,” says the manager, who was involved with the implementation of the distribution center from the very beginning of the project.

It's all about getting the products mentioned on TikTok and other social media channels quickly into our portfolio, which will only happen with the right structures. Efficient logistics are also needed to prevail against the competition, because a cost-saving and efficient logistics is necessary for success. KICKS has always put the customers in focus and tried to keep up with the trends as well as with the times. Working with KNAPP, the company established a logistics solution that makes it possible to get an order ready

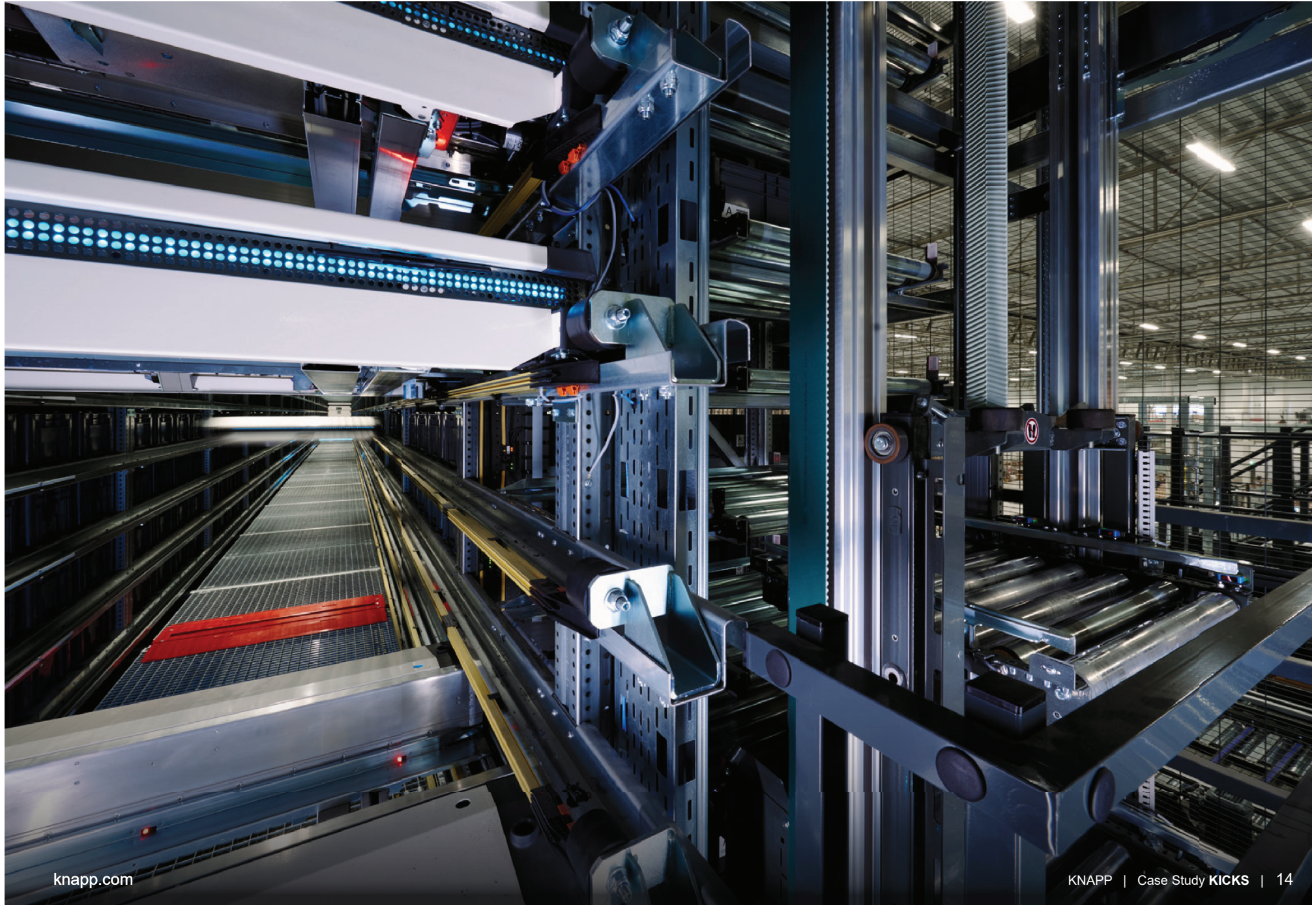
for shipping within a matter of minutes; moreover, they have kept their costs attractive and created a work environment in which employees are glad to come to work every day.

Magnus Persson, Warehouse Manager for the KICKS Group, summarizes the cooperation with KNAPP and describes it as strategic, solution-oriented and transparent.

A wide-angle, high-angle photograph of a massive industrial warehouse. The ceiling is a complex network of steel trusses and corrugated metal panels, with numerous long fluorescent lights hanging from it. The floor is a smooth, light-colored concrete. In the center, a complex system of conveyor belts and metal structures is visible, with several workers in dark clothing moving around. To the left, there are large stacks of cardboard boxes. The overall atmosphere is one of a busy, large-scale industrial operation.

"In the partnership with KNAPP, we work very closely as a team, to overcome all the challenges that arise."

David Heeroma
EVP COO
Matas Group





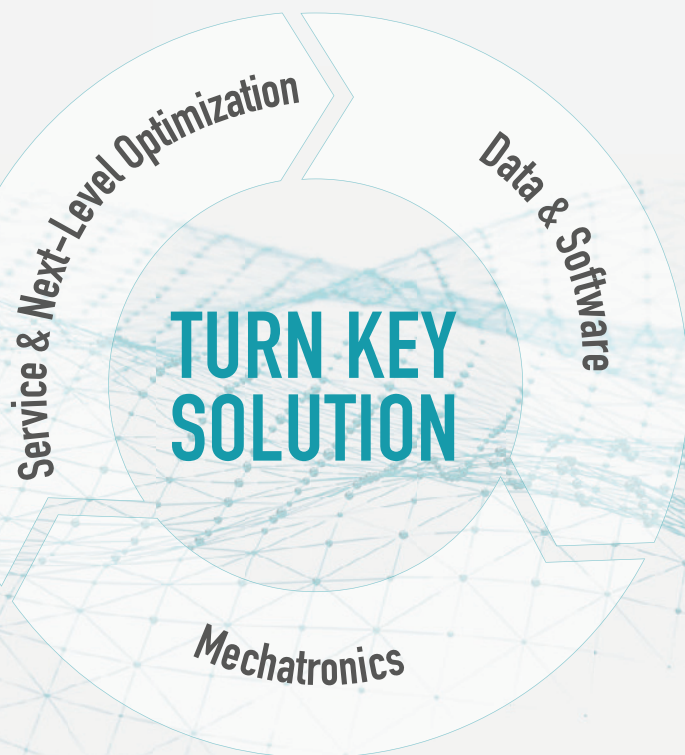


VALUE CHAIN TECH PARTNER

Expand your competitive advantages

We work together with you to design and build a system tailored to suit your logistics requirements, growth targets and investment strategy.

At KNAPP, we don't deliver systems off the rack; we take the time that's needed to learn about your needs, business model and the challenges in the industry. Whether you want micro or macro, a semi-automatic system to help you get started or a fully automatic distribution center for top performance – we have just the right all-in-one solution for you.



Healthcare



Retail



Fashion



Industry



Food Retail



Wholesale

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