

CASE STUDY

SHUFERSAL



Highly Automated Online-Fulfillment for All Temperature Zones



Due to the significant growth in Shufersal Online's e-commerce sales, we developed a powerful solution for Shufersal in Modi'in. The **highly automated solution** covers **all temperature ranges** while ensuring **highest picking performance**, **short lead times** and the **best delivery quality**. With the final expansion, our long-term partner is aiming for close to 100 % automation.

FAST FACTS

Sector: Online food retail

Location: Modi'in, Israel

Delivery area: Greater Tel Aviv

Delivery window: Hourly, 9 a.m.–9 p.m.

Warehouse size: 27,300 m² (294,000 ft²)

Temperature zones: + 22 °C, + 15 °C, + 4 °C, -24 °C (72 °F, 59 °F, 39 °F, -11 °F)

Orders / day: 6,800 on average, 7,820 at maximum performance

Order lines / day:

Dry goods max. 149,400; fresh foods max 38,300; refrigerated foods max. 99,500; frozen foods max. 13,100

Items / order: 58 on average

Item range: 19,500 stock keeping units (SKUs)

Performance / work station:

600 units/h per Pick-it-Easy work station and Pick-it-Easy Robot

Technologies: 29 Pick-it-Easy work stations, 30 decanting stations, Evo Shuttles, remote control center for proactive, preventative monitoring 24/7

Software: KiSoft WMS + WCS, KiSoft SRC, KiSoft Transport, KiSoft Pick-to-Light, KiSoft SCADA, KiSoft Analytics, KiSoft Genomix, KiSoft CMMS

Advantages of the automation solution



01

One system for all temperature ranges

Our solution covers all product ranges in food retail using automated processes in a single distribution center.

02

Automation is profitable

Automated systems process orders a lot faster, which increases efficiency, improves precision and optimizes the error rate.

03

Flexibility to adapt to market demands

Our solution can be flexibly adapted to different order quantities or market demands and can be expanded at any time.

04

Higher throughput thanks to robotics

Automated systems and robots accelerate processes and ensure smooth operation at all times while keeping quality constant and reducing errors.

05

Exact sequencing and route planning

All orders can be sequenced and planned for each route, resulting in optimum delivery routes and schedules and ensuring on-time deliveries.

06

Customer satisfaction and order quality

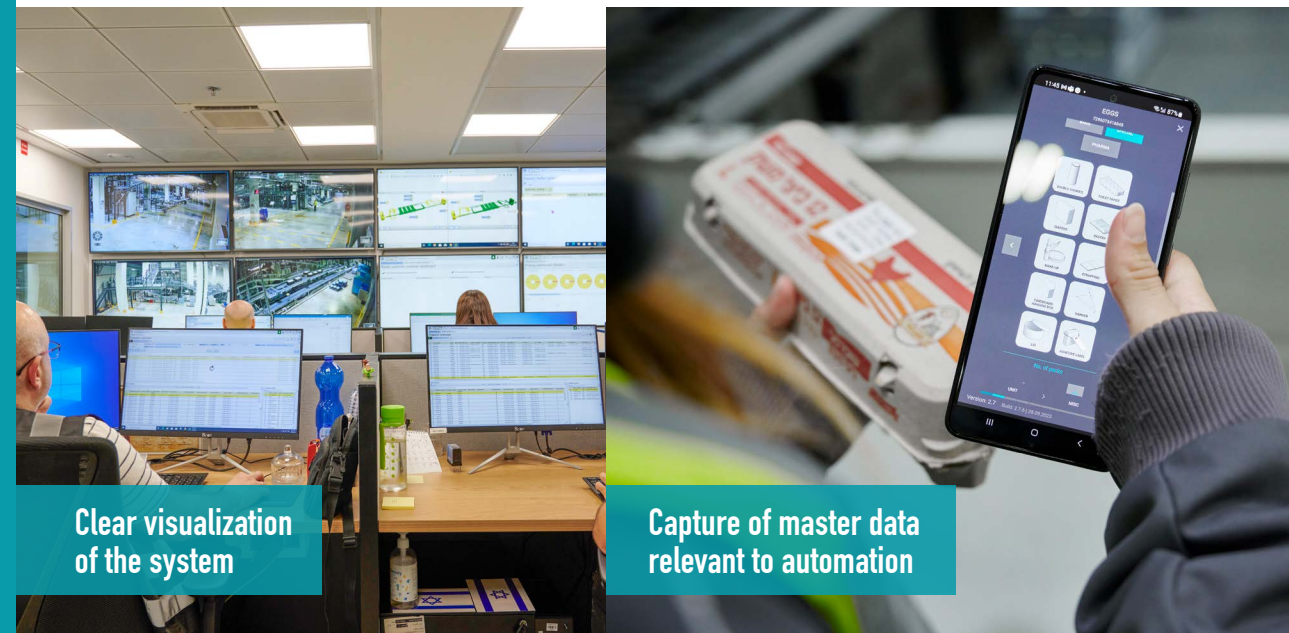
Our solution provides for high goods availability and top order quality as well as optimized lead and delivery times.

KNAPP's innovations at Shufersal

We have implemented multiple innovations together with our partner in Modi'in. The new DC now features the first robot for single-item picking in online food retail, our Evo Shuttle for the freezer area as well as the first fully automatic bagging machine using paper bags.

Software and digital services as key players

From warehouse management to warehouse control, machine control and intelligent tools for data analysis, Shufersal Online opted for the whole range of digital solutions and services provided by KNAPP.



Clear visualization
of the system

Capture of master data
relevant to automation



„Pick-it-Easy Robot is a new solution for the food sector. The robot must be able to handle 16,000 different items with different parameters, which is a huge challenge. This integration has increased picking efficiency.“

Sharon Galatziano
Head of CFC Operation
Shufersal Online

INNOVATION and PARTNERSHIP

AUTOMATED E-COMMERCE

increases profitability and product availability

speeds up processes

raises throughput and performance

improves scalability and flexibility

optimizes the error rate

reduces manual work steps

relieves personnel

buffers the effects of labor shortages

We look forward to hearing from you:
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