

Case studies

DEIMA: E-COMMERCE - NEW STORAGE NEEDS FOR JUST IN TIME LOGISTICS



Client: Deima Srl
Sector: logistics and processing of e-commerce orders
Location: Brescia

A reorganization carried out to support growth and ensure better customer service

Deima is a company located in the province of Brescia, specialized in logistics management, order preparation, and distribution in Italy and abroad of many product categories: from cosmetics, clothing, and footwear to household appliances. The company manages the supply chain of top brands: it organizes orders of products up through shipment to the points of sale and manages the online shop, sending the goods purchased directly to the end customer. The growth of e-commerce and new consumer purchasing behaviors have led more and more brands from various sectors to turn to Deima with the aim of **achieving high-quality standards in logistics services**: fast and accurate shipments, minimization of errors, as well as proper storage of products. In order to support growth prospects and offer more efficient and complete services, Deima decided to upgrade its logistics structure, shifting **from the manual order preparation paradigm based on traditional shelving to one based on the automated management of products**.

Objectives:

- Reorganize and optimize the available storage space
- Increase the speed of order preparation
- Improve the traceability and management of stock and minimize errors
- Support the company's growth prospects

Solution:

- 4 Vertimag 103XL anti-seismic automatic vertical storage systems for the management of B2B and B2C orders ready to be shipped
- Ergo-Tech picking bays which ensure exceptional ergonomics during picking and placing activities
- Management software interconnected with the corporate ERP with an Industry 4.0 approach

Added value:

- Improved traceability and management of goods
- Increased storage capacity
- Improved order management
- Full customer satisfaction thanks to a project which is consistent with their growth expectations

The storage system in figures: No. 4 Vertimag 103 XL300 equipped with Ergo-Tech bays

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| Total height of the vertical storage systems | 7,261 mm |
| External dimensions (D x W) | 3,661 mm x 4,755 mm |
| Tray dimensions (D x W) | 1,030 mm x 4,250 mm |
| Load capacity of trays | 300 kg |
| Total number of trays | 204 |
| Total storage area | 867 m ² |
| Storage system footprint | 69 m ² |