

Right-Sized Packaging for Corrugate and Shipping Savings

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

- BLOKKER



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.

Customers can shop 24/7 on Blokkers 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 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 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. Finally, each unique single- or 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 sortation.

The vast majority of all online orders are processed



30% reduction in shipping volume



Reduced pressure on labor resources



20% reduction in corrugate usage



by the CVP. 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 contributes to a sustainable packaging process.

The CVP 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.

BLOKKER BENEFITS

When Blokker added the CVP Automated Packaging Solution to their fulfillment process, they saw:

- A 20% reduction in corrugate usage
- An annual shipping reduction of approximately 30%
- Reduced pressure on labor resources
- A unique, Blokker branded customer experience