



Retail Grocery

P800

Shelf-to-Person

The Challenge

- Online Growth: Increased online shopping drove higher forward and reverse volumes.
- E-commerce Boost: Enhanced Asda's toyou service for better customer support.
- Flexible Scaling: Managed order surges without expanding warehouse space.



Geek+ Solution

- Solution deployed : Shelf-to-Person
- Efficient Sorting: 60 Geek+ S20C robots optimized operations in a 360 sqm sorting area.
- Cross-Docking Excellence: Streamlined processes at Asda's cross-docking facility.

Geek+ Impact

- Capacity: Expanded operations without additional space.
- Speed: Sorted up to 2,000 parcels per hour.
- Accuracy: 99.99% precision in sorting.
- Adaptability: Managed rapid order volume changes seamlessly.
- Performance: Maintained excellence during peak periods.

About Customer

ASDA logistics services powers 39 distribution centers nationwide, including 21 food depots, 3 clothing hubs, 2 GM hubs, 2 import centers, 2 dot.com fulfillment centers, and 9 ascs. asda logistics services supports 5 store format deliveries, as well as parcel deliveries to customers' homes and stores with the 'click and collect' service, handling 800,000 store deliveries and 20 million customer deliveries annually.



Jon Parry
Vice President
Asda Logistics Services (ALS)



The robots work alongside our colleagues, enabling us to drive greater efficiencies at times of peak demand, which have helped to boost the number of parcels we're now able to sort through our Asda toyou service.