

## Case Study



Retail

Shelf-to-Person

### The Challenge

- Managing a vast and diverse portfolio of 8,000 SKUs daily.
- Rising operational expenses due to heavy reliance on manual labor.
- Handling bulky and heavy items—large pet beds, cat litter, bulk dog food—created physical strain for workers.
- Ongoing labor shortages made it difficult to maintain efficient warehouse operations.



### Geek+ Solution

- Robotic Handling for Heavy Items: Deploying robots capable of efficiently transporting large and awkward pet products, reducing manual lifting.
- Automated Inventory Management: Intelligent automation improved slotting, replenishment, and overall workflow flexibility.
- Enhanced Employee Ergonomics: Automation minimized strenuous tasks, promoting a safer, healthier work environment.



**Sebastian Wiradharma**  
Director CEO at Singpet Pte. Ltd.



In Singapore, the labor availability is always a challenge for warehouse owners. The situation is even worse for the pet industry where workers often need to manage heavy, awkward items. After adopting the Geek+ robots, we are better able to handle our stocks and can offer a more comfortable workplace to our employees."

### Geek+ Impact

- 99.5% picking accuracy for reliable order fulfillment.
- Safer, more comfortable working conditions for employees.
- Full operational transformation achieved in two months.
- Scalable robotic system supporting future growth.
- Better customer experience through improved inventory visibility. Efficiency: Faster, more accurate order picking.

### About Customer

Asia PetWorld is a leading pet supply distributor handling 8,000 SKUs daily, from large pet beds to bulk dog food. Operating in Singapore's labor-constrained market, the company focuses on efficiency, safety, and high-quality service—strengthened by automation with Geek+.