

Case Study



Retail

P800

Shelf-to-Person

The Challenge

- Handling Diverse Inventory: Warehouse needed to manage both palletized and single-item picking efficiently
- Minimizing Manual Errors: Traditional processes prone to mistakes impacting product availability
- Space Optimization: Maximizing storage from floor to ceiling to accommodate growing inventory



Geek+ Solution

- Pallet-to-Person Technology: Robots bring pallets to station operators for faster, reliable pick-and-pack
- Robots for Smart Operations: 30+ Geek+ picking robots and four-way shuttles deployed to optimize inventory movement
- Space Utilization Optimization: Leveraged vertical storage to maximize warehouse capacity

Geek+ Impact

- Enhanced Efficiency: Operational efficiency increased 2X through streamlined picking and storage
- Error Reduction: Automation minimized human errors, improving inventory accuracy
- Space Maximization: Warehouse fully utilized floor-to-ceiling space for diverse inventory
- Safety Improvements: Reduced risks associated with manual labor
- Cost Savings: Long-term operational cost reductions and sustainability achieved

About Customer

DFI Retail Group, a leading Asia-Pacific retail enterprise, operates multiple renowned brands, including Wellcome Supermarket—one of Hong Kong's largest chains—serving millions of consumers with diverse products and services.



Michael Haas
Supply Chain Director of
DFI Retail Group

“We collaborated with Geek+ to establish the first Automated Smart Warehouse for Wellcome. Not only does it improve efficiency but it also saves us a substantial amount of space and cost.”