



Case Study

Pharmaceutical, EU

Dr.Max+

Leading pharmacy chain in Europe with 210+ locations in Italy.

Expanded in 2023 with the acquisition of Neo Apotek SPA.

Centralized services in 2024 with the 14,000 sqm automated warehouse in Telgate to strengthen omnichannel capabilities

and e-commerce.

Operates with over 20,000 employees, 3,000 pharmacies, and services across 17 European countries.



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The Challenge

Dr. Max aimed to redefine pharmacies with a clear, distinctive message while serving as a health reference point for local communities.

Required an efficient solution for order fulfillment in warehouses in their huge network across Czech Republic, Romania, and Italy, including their 14,000 sqm warehouse in Telgate, Bergamo.

Geek+ Solution

Geek+ implemented Goods-to-Person solutions featuring 8-meter-high RoboShuttle robots for vertical storage. P40 Fulfillment robots for fast, accurate picking. Manages 11,000+ units for e-commerce and retail.

Collaboration with SSI Schaefer enabled quick system implementation and integration.

The system supports e-commerce and retail deliveries for Italian clients and pharmacies.

The Geek+ Impact

- ▶ 3-4x efficiency improvement over manual operations.
- ▶ Achieved 99.99% accuracy in order fulfillment.
- ▶ Quick implementation completed within 1-3 months.
- ▶ Flexible, scalable solutions enable Dr. Max to easily adapt to market changes.