Case Study

Geek+ x 🔴 AS Watson

Health & Beauty	P800	Shelf-to-Person

💬 The Challenge

- Unpredictable order and replenishment fluctuations, driven by online demand spikes and 24/7 operations.
- Manual process makes the operation error-prone – operators must maintain strict FIFO control, Best-Before-Date tracking, and real-time stock accuracy while performing picking and replenishment.
- Space and structural constraints on the mezzanine.

📦 Geek+ Solution

- Geek+ Shelf-to-Person solution
- 93 Geek+ P800 AMRs deployed
- 12 workstations for picking and 3 for replenishment
- Real-time stock visibility, Best-Before-Date (BBD) tracking, and cycle-count automation ensure inventory accuracy.

> " By implementing the Geekplus workforce, AS Watson has made another great leap into the future, strengthening our position as an innovative, leading O+O retailer in health and beauty.

Yvette Heijwegen
Supply Chain Director,
AS Watson Health and
Beauty Benelux

🎯 Geek+ Impact

- Operation efficiency: achieved 2× fulfilment capacity with 216 lines/hour per station and 1,200 pieces/hour replenishment.
- Space optimisation: overcame structural and space limits through lightweight AMRs and optimised rack payload design.
- Improved ergonomics: lower physical workload and higher system uptime.
- Sustainability: only 0.3 MWh/day for 93 robots.

🔖 About Customer

Kruidvat, with over 1,250 stores in the Netherlands and Belgium and more than 25,000 employees, is the market leader in health & beauty and a member of the AS Watson Group. Kruidvat fulfills its motto "Constantly surprising, always a good deal" by offering a wide choice from an affordable, varied and high-quality range of health & beauty products, supplemented with an extensive and surprising range of products.

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