



## Case Study



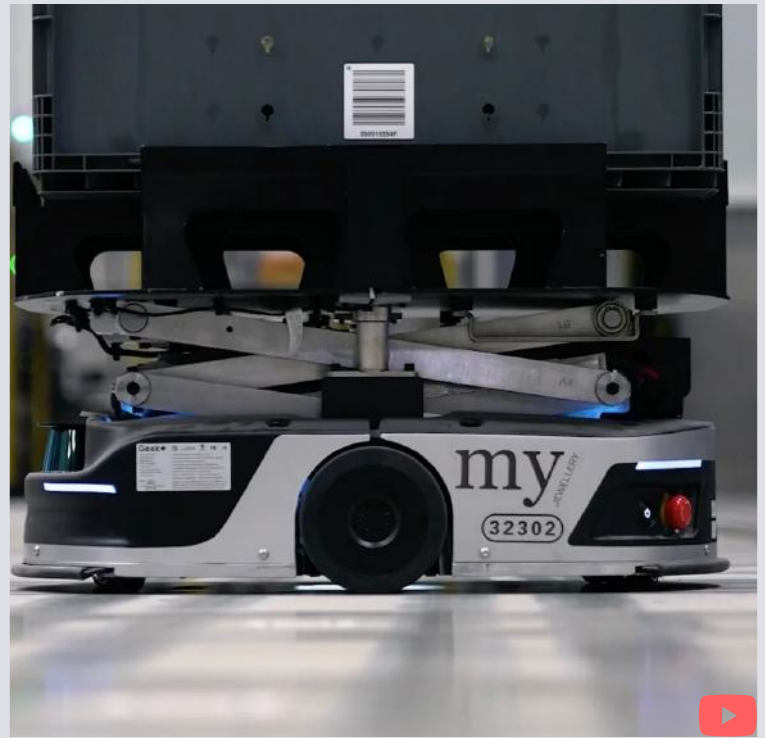
Apparel&Fashion

RS & P40

Geek+ Picking System

### The Challenge

- Fashion-industry challenges – include complex returns flows, labour-intensive picking tasks, and rising pressure for rapid delivery.
- Labor shortage – traditional warehousing faces labor shortage and offers limited appeal in the job market.
- Workplace ergonomics – to create a safer, more comfortable warehouse environment for employees.



### Geek+ Solution

- Solution Deployed: Geek+ Picking System
- RoboShuttle & AMR fleet: 22 tall RS units retrieve totes from 8-metre racks and 63 P40 robots deliver them to 7 workstations for efficient picking.
- Space optimisation: maximise warehouse capacity with 8-metre-high storage.

### Geek+ Impact

- Efficiency: enable My Jewellery to meet business-operations objectives.
- Ergonomy: reduce manual walking, lower physical strain.
- Flexibility: ensure operational stability even as business volumes surge.
- Talent Appeal: enhance the employer brand, increase client's attractiveness in the labor market.
- Sustainability: reduce energy use and improve warehouse safety.

### About Customer

My Jewellery was born from a passion for jewellery, and over the last 11 years, the brand has evolved into one of the leading fashion e-commerce companies in the Netherlands, whilst keeping a touch of summer a part of the brand's DNA all year round. My Jewellery is always on-trend and aims to launch high-quality and unique products at an affordable price every season.



**Sharon Hilgers**  
My Jewellery Founder

“Sustainable solutions like this one installed by our partner Geek+, make it possible for us to deliver jewellery to our customers in a fast and efficient way whilst, at the same time, saving energy and making the warehouse a safer place to work.”