

Case Study



Health & Pharma

P1200

The Challenge

- Rising Delivery Expectations – Consumers expect faster, more reliable delivery for health and beauty products.
- Peak Season Pressure – Seasonal and promotional order spikes add significant operational workload.
- Scalability Requirements – Med24 needs a solution that can support rapid business growth and future expansion.



Geek+ Solution

- 30 Geek+ P1200 AMR – retrieve and transport high-density racks from storage to the central highway and workstations.
- 3 PopPick stations & 187 racks – support 13,090 totes for fast, continuous, ergonomic picking.
- WES orchestration system – coordinates robot routing, task allocation, and traffic flow to ensure accuracy and efficiency.
- Collaboration with STL – turn customer needs into a seamless robotics solution .



Geek+ Impact

- Up to 450 totes per hour, delivering consistently fast order fulfillment.
- 13,090 totes supported to handle large SKU volumes.
- No fixed infrastructure required, enabling easy operational adjustments.
- Dense rack configuration maximizes storage within the existing footprint.
- Automated tote presentation reduces walking and physical strain for operators.

About Customer

Med24 is a fast-growing online health and wellness retailer based in the Nordics. With a strong focus on customer convenience and innovation, Med24 is redefining how people access health essentials — all from the comfort of their homes. Their digital-first approach and rapid growth make them a standout player in the e-commerce healthcare space.